

CHEMIST & DRUGGIST

The newsweekly for pharmacy

April 13, 1985

a Benn publication

Wholesalers
coping, but
some shortages

Vets allowed
to advertise

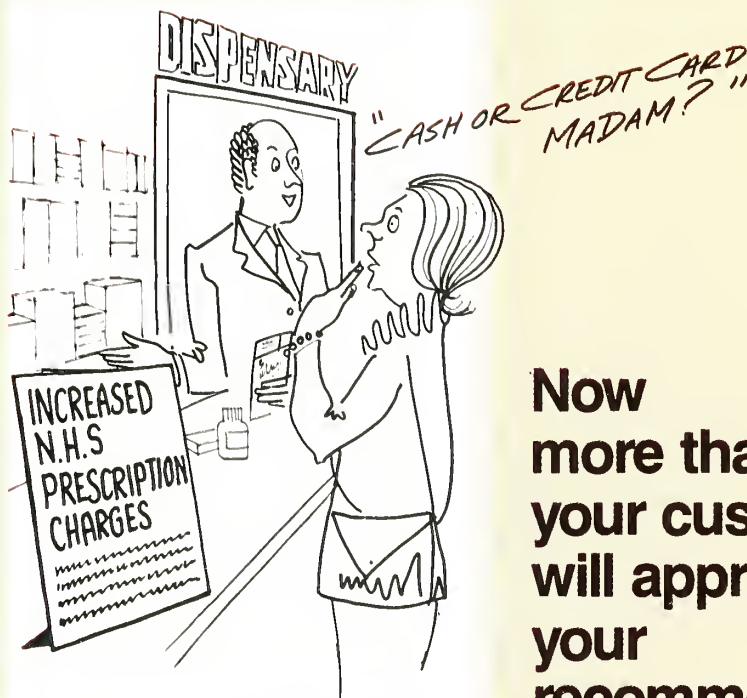
PI monitor
launched

Vestric close
at Cardiff

TV promotion
for Janssen
OTC loperamide

OTC update:
Food
intolerance

HAY FEVER AND
ALLERGIES
SPECIAL FEATURE



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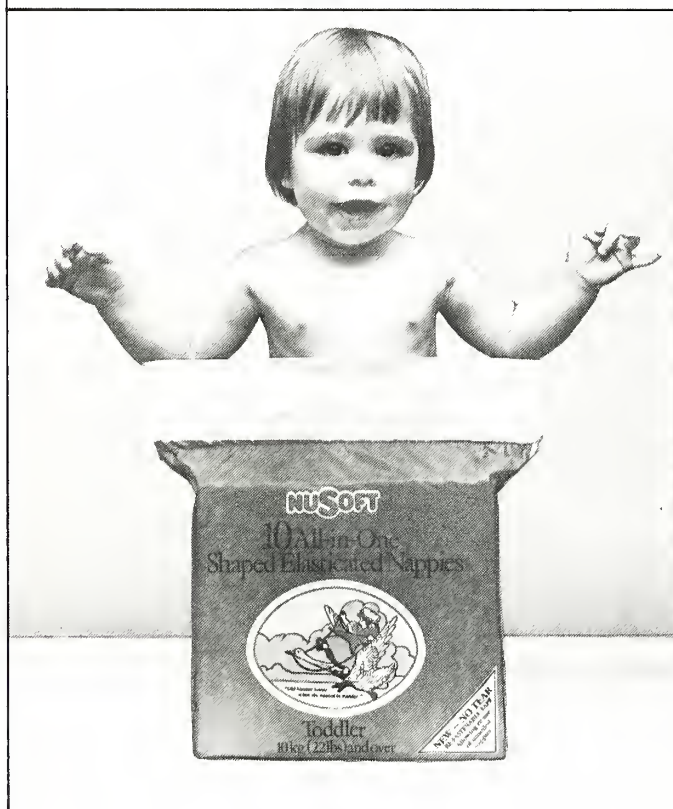
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COMMENT

Every year at the beginning of April the Society publishes its list of candidates who wish to be elected to Council. Every year *Chemist & Druggist* makes its columns available to those candidates to air their views, and every year candidates are "requested to refrain from any personal canvassing or from requesting or giving permission for any canvassing to be done on their behalf".

Do you think that is silly? If so VOTE. Every year the pharmaceutical Press urges pharmacists to vote. Last year the numbers voting were down by 800, and it's not good enough to try to blame the drop in figures on the STV system. It is not *difficult* to vote, although how the vote works is more involved. But even that is now to be explained on the voting form.

So why vote this year? Because this year is different from last year. The Society has a new secretary, who may bring in new ideas. Community pharmacists have a higher profile in the public eye due to the NPA's long term advertising efforts and the recent upheaval over the limited list. The profession is in favour politically, and there is an air of confidence in the future that has been hard to find over the past few years.

And for community pharmacists there is the added incentive of finding that no fewer than 13 out of the 16 candidates have community pharmacy backgrounds. There is still no true candidate from industry (and there are no such Council members), but community pharmacy looks set to maintain its representative voice in Council.

A number of last year's candidates stood with common aims. This year Mr Dengar Evans is joined on the "pharmacy for pharmacists" platform by Mr Ashwin Tanna, who felt strongly enough on the subject to call a special general meeting. Other affiliations are less evident, but one thing is abundantly clear, and that is the depth of experience offered.

There are few unfamiliar names on the list of candidates. All have a solid grounding in politics, be it the public or the pharmaceutical variety. While new blood is no bad thing, experience counts for much, and there is a weight of it offered.

So don't ignore the elections. They are for the profession's benefit. Put in financial terms, a good election turn out is akin to a good long-term investment. It shows the profession has a future and that it is interested in it.

Some shortages but wholesalers coping

Wholesalers seem to be coping with supplies despite increased demand for certain medicines and continued orders for blacklist products.

There are still some out of stock situations but these are expected to have mostly resolved in the next week or so.

Mr M.C. Young, operations director at Graham Tatford, told *C&D* that the company had had no real difficulties. Some out of stocks had arisen for a combination of reasons, not least receiving the definite blacklist quite late which meant a conservative approach to taking on extra stock, and increased Easter business. Mr Young complimented pharmacists on showing "a remarkable degree of patience" and thought that any problems would probably be short-lived.

Mr Mawdsley, chairman of Mawdsley-Brooks & Co, confirmed there had been isolated supply problems and demand for benzodiazepines was high. But he had had assurances from suppliers that stock would be forthcoming within the next few days. So far the company reckon to be fulfilling about 95 per cent of orders.

Mr Peter Worling, managing director at Vestric, told *C&D* it was a little early to assess the situation fully but there had been no dramatic problems so far. There had been increased demand for blacklist products probably because pharmacists were still seeing March prescriptions.

As far as he knew Vestric were not out of stock of white list items but Mr Worling did not think the switch in demand as a result of the blacklist had begun to show. The picture was also clouded because of changes in seasonal demand.

Mr Thompson, management services

director at Macarthy's, confirmed that demand for some blacklist medicines had not died as dramatically as expected, which would probably lead to some out of stock situations, but on the whole the company had had no real problems.

Mr Peter Dodd, Unichem's managing director, agreed that things had gone more smoothly than expected. Business was good with the average value of order lines up on March — but that may be a carry over effect, Mr Dodd thought. Again Unichem had had some supply problems.

There appear to be shortages of codeine and paracetamol dispersible tablets, codeine linctus diabetic and bisacodyl suppositories and tablets. Ingredients for ammonium chloride mixture were also in short supply.

AAH's Mr Bill Revell said that apart from odd problems things seem to have gone smoothly. Last week was somewhat unusual with the overspill of business from March and a short week.

The Pharmaceutical Services Negotiating Committee says lack of availability of some white list lines is one of the major problems it had encountered among contractors.

"If pharmacists cannot get hold of items then they must go back to the prescriber," said a spokesman. One product in short supply on a national scale was aspirin and codeine, he said.

PSNC also recommend scripts for codeine, paracetamol and caffeine should indicate the strength of the components.

weeks in which to reply. It is alleged the Regulations contravene EEC law.

It is also understood Eurochem Ltd have joined Bomore in its application for judicial review of the scheme.

The Association of Pharmaceutical Importers has no plans as yet to withdraw any of their parallel import product licence applications, following the introduction of the blacklist. However a spokesman said some may be withdrawn if the DHSS would return the fee.

Other parallel importers have been amending their price lists to exclude low demand blacklisted lines.

PPA to sample 5pc of scripts

The Prescription Pricing Authority will be required to sample 5 per cent of contractors' bundles from each of the 98 FPC areas per month to help enforce the HD endorsement scheme.

The FPC will then be asked to check the invoices from the same contractors to identify the level of discounts received and to compare with any HD endorsements that may or may not have been made.

Selection of contractors will be done on a random basis by the PPA, the Pharmaceutical Services Negotiating Committee heard at its March meeting, when a report of a tripartite committee (DHSS, PPA and PSNC) on monitoring arrangements was considered.

It is hoped to organise a TV course for interested LPC public relations officers. Details of the course, costing around £70, will be sent to PROs shortly.

The PSNC is to produce a video edition of "You and your chemist" as soon as possible, for renting to LPCs by the end of 1985. A tape/slide presentation is to be taken from stills of the video.

List 'bargain'

A mistake on the limited list provides a never-to-be-repeated bargain for reluctant smokers, claimed the *Sunday Times* last week.

Nicorette is included on the list of drugs that cannot be prescribed on the NHS but its generic name, nicotine gum, has not been blacklisted, the article says. Patients can now obtain for a £2 prescription fee a product that could previously be prescribed only privately. It will take the Government at least 40 days to change the Regulations so if a third of smokers decided to get a prescription in the next month it would cost the NHS £40 million.

However, the Pharmaceutical Services Negotiating Committee has told *C&D* that the Department of Health has instructed the Prescription Pricing Authority not to pay pharmacists for supplying the item. PSNC has written to the DHSS about it.

☐ WB Pharmaceuticals would like to stress that Pavacol-D remains prescribable on the National Health. Pavacol cough syrup is blacklisted but was discontinued a number of years ago, says the company.

Delay sought in HD case

The Department of Health is understood to have asked for a two week extension before they have to reply to papers served on them by Bomore Medical Supplies, who are seeking a judicial review of the HD endorsement scheme.

The papers were served on March 5, at which time the Department had three

Use of imports to be monitored

Market researchers Taylor Nelson Medical have set up a service to monitor the use of parallel imported drugs in UK community pharmacies.

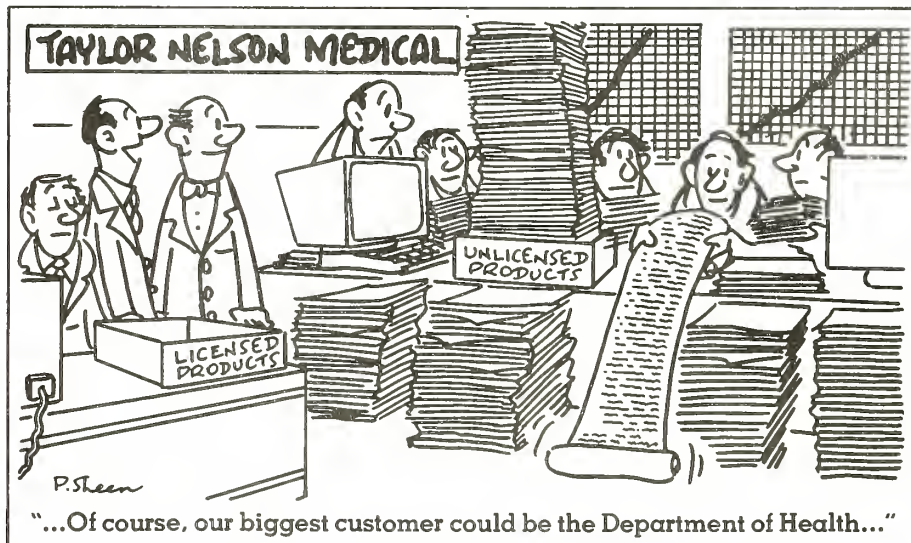
The survey, to be published monthly, will provide data on all drugs nominated by manufacturers. It is already being taken by 14 clients and is looking at about 35 lines. Cost of the service is around £2,000 per product a year, on a sliding scale.

In September 1984, it was found that one in four products surveyed were losing 5 per cent of turnover or more to parallel imports.

"Our initial research showed that larger volume products were harder hit, but there were many exceptions to the rule. And because the level of discount offered to the retailer did not appear to influence the volume of PI's being used, we found it virtually impossible to accurately predict how much individual products were affected," says Taylor Nelson director, Roy Norton.

Products surveyed are not restricted to those with a parallel import product licence. The method of recording reflects usage as well as stocking, irrespective of who supplies the drugs.

More than 40 per cent of pharmacies used a parallel import during 1984, although research indicated that pharmacists were strongly against the



concept of using these products.

"Even amongst those who admitted buying them, 50 per cent said they disliked the principle. But in the end 'business is business' and many pharmacists felt compelled to become involved to maintain profits," said Mr Norton.

"We believe that the use, and the potential use, of parallel imported products is much more widespread than commonly believed, and that more pharmacists will be prepared, for one reason or another, to stock the products in the future."

Information from *Taylor Nelson Medical*, 457 Kingston Road, Ewell, Epsom, Surrey KT19 0DH (tel 01-394 0191).

procedure would be incorporated in the further Statutory Instrument needed to tidy up the blacklist. But that instrument has been laid this week (see p721).

Dr Wilson told *C&D*: "I will not be making any statement before the negotiations are complete. Mr Fowler has agreed that the mechanism should be local and non-bureaucratic. I hope to be able to make a statement by next Thursday."

Gun seige man in custody

A 22 year old man appeared at Waltham Forest Court, London, on April 3 charged with possession of a shot gun with intent to endanger lives.

Gary Osborn, a self employed builder, of Alexandra Road, Walthamstow, was remanded in custody by magistrates to April 11. The charge follows the outbreak of a seige at a Leyton pharmacy on April 2.

Optical chain cuts prices

Dolland and Aitchison, said to be the country's largest opticians' chain, are facing up the newly freed spectacle market by cutting prices on private glasses by as much as 20 per cent.

A report in *Marketing* says the company is backing the move, which involves 450 frames, with a Press campaign.

According to *Marketing*, the Joint Optical Publicity Committee will be mounting a Press campaign later this month against the new unregistered spectacle sellers. It will attempt to persuade consumers to use only opticians displaying the "OO" trademark sign.

Worldwide ban on Tanderil

Giba-Geigy Pharma, Switzerland, have decided to discontinue sales of systemic Tanderil worldwide and to restrict further the indications for Butazolidin.

In the UK, Tanderil was withdrawn from the market a year ago and Butazolidin is only available from hospital pharmacies for alkylating spondylitis. Worldwide, Butazolidin will be recommended only for active alkylating spondylitis, acute gouty arthritis, active rheumatoid arthritis and acute attacks of osteoarthritis, where other treatments have proved unsatisfactory.

Appeal talks face problems?

Dr John Wilson, chairman of the General Medical Services Committee, would not confirm reports that there was a hitch in negotiations over a blacklist appeals mechanism.

Department of Health officials are said to be insisting that GPs should go to an appeals committee to make their case before prescribing. GPs are seeking the right to prescribe from the blacklist in exceptional cases before consulting the appeals committee.

The British Medical Association has threatened to go ahead with legal action against the list if an appeal mechanism is not worked out. It is felt that such a mechanism is needed to allow the list to comply with EEC law.

It had been assumed that any appeals

Vets allowed to advertise

Vets will be allowed to advertise from June 1.

Mr Alex Fletcher, Minister for Corporate Affairs, has accepted a code of advertising practice drawn up by the Royal College of Veterinary Surgeons. The Minister, the director general of fair trading and the profession have been involved in negotiations on the matter for several years since the Monopolies Commission recommended a relaxation of the rules.

The code does not allow advertisements which claim superiority over other vets, those which contain misleading claims or those which might bring the profession into disrepute. And the vets have refused to agree to fee advertising or canvassing, in spite of representations from the Minister and Director General of Fair Trading. The Minister intends that the code be reviewed in two years' time.

Highlight on cold sores

Wellcome are highlighting the problems of herpes simplex virus infections, particularly cold sores, during their pharmacists' evenings currently being mounted around the UK.

Medical marketing manager Tom Protheroe says cold sores have been of low medical interest, but now there is a far greater recognition of how rapidly the infection may be transferred to other parts of the body. And Zovirax applied during the prodrome can be effective.

Propranolol to cure anxiety?

Propranolol is being tested as part of a regime for treating people addicted to benzodiazepines at London's Charing Cross hospital.

A team led by consultant Dr Cosmo Hallstrom is comparing group therapy, including propranolol as an adjunct to control peripheral symptoms of benzodiazepine withdrawal, with group therapy plus a placebo and group therapy alone.

Dr Hallstrom told *C&D* he hopes to

Press reports have claimed that the Government's imminent Green Paper on primary health care will propose that family doctors should be allowed to advertise. The Department of Health, however, is unable to confirm the reports.

According to the *Sunday Times*, GPs would be able to publicise their special interests, such as obstetrics, their surgery hours, night cover facilities and other services. Doctors in private health centres would be able to advertise in newspapers and on radio and television while, in the short term, those working in the NHS would only be allowed more subtle promotion such as brochures.

The BMA has opposed advertising, but it favours more information being given to patients through FPC lists.

□ Regulations in Scotland have removed the ban on opticians' advertising and amended the opticians' terms of service to require them to issue prescriptions for spectacles needed after an NHS sight test. The NHS (General Ophthalmic Services) (Scotland) Amendment Regulations 1985 (SI 1985 No 355 S38, HMSO £1.75) came into effect on April 1.

He says that some 8 million UK sufferers have 17.2 million "attacks" a year and that cold sores are one of the most frequent reasons for seeking advice.

"Many pharmacists claim to have more than 100 people a year seek their advice on treatment and currently 10 per cent are advised to see their doctors."

□ Wellcome have produced a desk pad for doctors consisting of tear-off sheets illustrating the range of Wellcome products. The GP indicates the medicine he recommends, and the patient is given the recommendation note to hand to the pharmacist.

The reverse of the sheet gives advice and says that the medicine is available from a pharmacy.

develop a regime which is simple enough to be used by a GP practice nurse, for example. He hopes to recruit about 60 patients for his initial studies.

Benzodiazepine withdrawal is complicated, Dr Hallstrom believes. It consists of many components; physiological, psychological, environmental etc. The research at Charing Cross is aimed at teasing out the more critical factors. Propranolol has already shown to be of some benefit, acting peripherally on the symptoms of benzodiazepine withdrawal which resemble those of anxiety. Dr Hallstrom is using Inderal LA in doses of one to one and a half capsules each day.

Doctor's view of dispensing

The pharmacist's view that doctors should stick to prescribing is a reflection of pharmacists' attempts to find a role in society, says Dr David Farrow, the new chairman of the rural practices subcommittee of the GMSC.

Interviewed in the *British Medical Journal*, Dr Farrow said that dispensing is now pretty straightforward with pre-packaging. Though pharmacists might claim to know more than GPs about adverse reactions and incompatible drugs, the younger generation of doctors were well-versed in therapeutics. Doctors were also increasingly using computers programmed with pharmaceutical information.

Asked whether rural patients preferred their doctors to dispense, Dr Farrow said: "Absolutely. Once they've experienced dispensing by doctors they want to continue it. There is a psychological advantage in the doctor handing over drugs he has prescribed."

Questioned on the degree of supervision of dispensing staff, Dr Farrow said that dispensing doctors customarily used dispensing technicians — the same type of staff used by pharmacists.

"We train and supervise our staff, and delegate our dispensing activities where appropriate," said Dr Farrow. "But, remember, the doctor carries the can."

Dr Farrow says both sides have mellowed to the work of the Rural Dispensing Committee. It was an anxious time for both groups.

The pharmacists had woken up faster to the implications of the Clothier report, said Dr Farrow, because the issue loomed larger in pharmaceutical policies.

Sanpro on TV?

The Independent Broadcasting Authority will not confirm reports that it plans to bring sanpro advertising back to television.

Last week's *Marketing* said it thought the IBA's advertising advisory committee recommended sanpro products start experimental appearances on Channel 4.

But an IBA spokesman said the last time sanpro advertising was allowed, for a period of six months, the Authority received a number of complaints.

"People found it offensive, distasteful and embarrassing," he said.

Longer hours for Irish pharmacies

Pharmacies in Dublin are to open for longer hours on a rota basis to cope with the increasing number of evening surgeries.

Four pharmacies selected on a rota from a panel of 100 will stay open until 9pm during the week and on Sundays from 11am to 1pm and 4pm to 6pm, according to a recent report in *The Irish Times*.

It is hoped to extend the scheme to larger towns and cities around the country, says the report.

Blacklist amendments

Regulations amending the blacklist were laid before Parliament last week and should be distributed shortly, says the Department of Health.

Magaldrate suspension 800mg in 5ml has been removed from the blacklist after Galen, who make a branded version, Dynese, persuaded the Department of Health that there was no economic reason for it to be included in the blacklist.

Folicin has been taken off the blacklist. Vicks inhaler and tablets to formula B141 have been added to the blacklist — they were missed out at the proof reading stage.

The amendments also correct some spelling mistakes in the list.

Scots elect

Notice is given to Pharmaceutical Society members in Scotland that the annual election for the Executive of the Scottish Department will be held in June.

The six retiring members are Mr R. A. Brodie, Mr A. Cowan, Mrs P. A. Duncan, Mr J. H. Henderson, Mr G. B. Kirkwood, Mrs S. H. Paterson, all of whom are eligible for re-election.

Nominations for the 1985 election are invited, the closing date for receipt of nominations being May 1. Nominations, which require the signatures of a proposer and seconder, should be addressed to the Secretary, Scottish Department, Pharmaceutical Society, 36 York Place, Edinburgh EH1 3HU.

■ Subscribers are warned that this week's *Price List Supplement* is dated April 6 in error.

Chemist & Druggist 13 April 1985

Sweet sixteen for a change

This time there are 16 candidates standing for election to the Pharmaceutical Society Council. If we want change, we ought to look at what those candidates have been saying over the past two years, which if they have any sense they will have viewed as a run-up period.

This time most of the names are recognisable, which makes a change. We have some consistent runners. It would be as well to remember we shall be having a new secretary and registrar soon too, a man of considerable reputation, well earned, as being totally committed to the welfare of his profession. Might it not be time to throw some of the firebrands into the arena of service, to set light to that static edifice which should be our pride and joy?

Keeping in the picture

After today, I don't think I have enough energy to raise a finger, let alone actually fight anyone, whether it be for business or pleasure. Thursday before Good Friday is normally pretty busy here, but today it was ridiculous.

I had some extra help in the dispensary, because with the current universal fog concerning not only what is allowable, but what is available, all our dispensing is taking twice as long as usual. Having run down the blacklisted stock as much as I could, I find if I want more I can't get it. Things like Paramol which, now we are learning the rules of the game, we discover can be ordered after all.

But my colleague and I were constantly at the counter, trying to explain why patients couldn't get what they wanted. It's the end of my financial year and I want to get the scripts checked and bundled. I have to complete my VAT returns, staff wage returns, pay the clearing house, and fight off the millions of reps desperate to show us their revised marketing policy, their new (lower) price structures, and their hospitality, with hints of vast giveaways to those who come.

I understand the tax tables and National Insurance contributions are different too, which will have to be looked into. And then Tottie and Jill are yammering about the non-delivery of seasonal goods promised before Easter. Will I phone the companies? "No," I think.

"Thank God it's raining." All I say is:

"Sell them brollies," which makes them look at me as if I am mad. Perhaps I am.

But to get back to this business of fighting back. Last week there was an article on photography which said the chemist seemed at last to have begun fighting to keep or increase their share of the D & P market. It's true. We went all out for it and saw a gratifying increase in turnover. But we have to be constantly on the backs of the processors to make sure we keep getting suitable promotional activity throughout the year, or they tend to leave us very much to our own devices, which usually means slow stagnation. We are in the market place. We have to be seen to be worth visiting.

Chemist only

Years ago I was sold on the idea. Great. You scratch my back, and I'll scratch yours. Looking back, such a view seems better suited to monkeys, since it is inherently limited. There are some products which should only be sold through pharmacies. These are not hard to identify, but whether sales are through us is more a matter of regulation than goodwill.

With 10,000 retail pharmacies in a market place of perhaps 100,000 shops, the number of manufacturers who would be willing to limit their sales and therefore their potential profit, to so few outlets must be small. I moaned as loudly as anyone else, when things like TCP, Dettol, and Savlon went open market. I saw my product being taken from me. A measure of my vision? Limited? It seems to me now if a manufacturer comes to us with a product of great potential, gives us handsome incentives to launch and sustain the sibling in its formative years, we have already made a considerable profit from the deal. So we put effort into it? We get paid, don't we? When it eventually sells so well that it must go national, our sales need not disappear if we continue to market it properly. But if the manufacturer no longer supports our efforts, he will lose his place in our showrooms, and his sales.

Smaller firms can get into pharmacy distribution if they call regularly and have goods at the right price, but should not expect, as of right because they say it is chemist-only, that we will take an item into stock. It has also to be "desirable", ie have virtues which will make it saleable against other competitive products.

Chemist-only items should properly be identifiable by the nature of their ingredient, or application, or presentation. We are suckers if we are sold to on the basis of a woolly, sentimental view of commerce.

It's a relief to know that you can recommend Dentinox Colic Drops

You are probably aware of the recent publicity concerning infant colic preparations.

Certain products containing dicyclomine have had a change in indication. They should not now be used for treating very young babies.

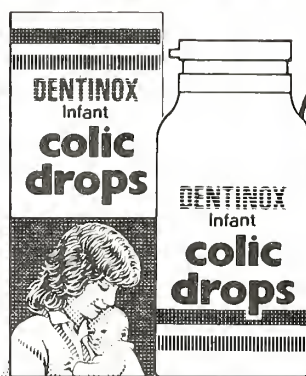


However, there is help. Dentinox Colic Drops. They do not contain any form of systemic drug, and can continue to be used for treatment of colic in babies from birth onward.

Dentinox Colic Drops contain a small amount of finely divided silica in suspension. This works swiftly to disperse the air bubbles of ingested air that cause the pain.

There is no systemic absorption and no effect on the central nervous system.

Dentinox Colic Drops:
Gently and safely
relieves babies' wind
and griping pains.



Council backs label plan for inactive ingredients

The Pharmaceutical Society is to welcome a preliminary proposal from the Department of Health that manufacturers of medicinal products should be required to declare the presence of certain inactive ingredients.

For OTC products the declaration would be on the label and any package leaflet, while for prescription medicines the declaration would be on the data sheet or, where there is no data sheet, on a pack label or package insert for the pharmacist.

Council heard at its April meeting that the Department proposed that declarations should be required for the following ingredients: benzoic acid, dextrose, dimethyl sulphoxide, edetic acid, ethylenediamine, galactose, gluten, lactose, polyethoxylated castor oils, sodium metabisulphite, sucrose and invert sugar (except for liquid medicines containing less than 10 per cent) and tartrazine.

The Society is to request that the list be extended to include the following ingredients: alcohol, butylated hydroxyanisole, butylated hydroxytoluene, cresol, gallic acid, glucose, p-hydroxybenzoic acid, lanolin, phenol, potassium metabisulphite, sodium (above 1mmol per dose), sorbic acid, sorbitol, sulphur dioxide, sulphurous acid and wool alcohols, together with salts and esters of some of those ingredients. The Society will also suggest that consideration should be given to including the following antimicrobial preservatives: cetrimide, chlorhexidine salts, phenylmercuric salts and thiomersal.

Limited list progress. The Society is to hold further discussions with the British Medical Association, following a joint meeting on March 20, at which the limited list scheme was the main topic.

The Society will be represented by Mr J. Balmford, Mrs M. Rawlings, Mr G. Walker and a member of staff.

The March 20 meeting had noted that the Secretary for Social Services, Mr Norman Fowler, is intending to call a conference of relevant professional interests to seek further ways of voluntarily raising prescribing standards and reducing prescription costs. The meeting had agreed that a further joint meeting should be held at senior level to consider joint representation.

The March meeting had also been told that the BMA was to meet the Minister for Health, Mr Kenneth Clarke, to discuss an appeals procedure under which a medical practitioner might be able to override the restrictions of the limited list. The Practice Committee agreed that the Society would not object to such a provision, but felt it important that there should be a pharmaceutical input into the mechanics of such a scheme. It was therefore recommended, and the Council agreed, that the Society's letter to the Secretary of State should also include a request for pharmaceutical involvement.

The Practice Committee also discussed the body which would be responsible for overseeing schedule 3A to the NHS (General Medical and Pharmaceutical Services) Amendment Regulations 1985 (the blacklist). It was agreed that it was important for there to be pharmaceutical representation on any such body (which may or may not be the advisory body set up by the Secretary of State to make recommendations on the original blacklist). The Committee recommended, and the Council agreed, that the Society's letter to the Secretary of State should also seek pharmaceutical expertise on the advisory body.

Pharmacy advice compendium. The Society is to raise no objection to a company's proposal to distribute a "pharmacy advice compendium" to all pharmacies. The proposed compendium is a series of pads of leaflets giving simple guidance for patients seeking advice on specific conditions. A few notes to assist the pharmacist in advising the patient are given on the inside cover of each pad.

Council agreed to raise no objections provided that the service would supplement, and not replace, the pharmacist's counselling and that the Society's name would not be used for promotional purposes.

CRCs for paint strippers. The Society is to ask the Department of Trade and Industry to lower the limiting concentration at which paint strippers and brush cleaners would be covered by a proposed mandatory scheme for the use of child resistant closures for hazardous house and garden chemicals.

A DTI consultation letter proposed that for paint strippers and brush cleaners the scheme should cover liquid preparations containing methylene chloride, toluene or

xylene in concentrations of 25 per cent or more, although the Scobie working party, which made the original proposal, had suggested 10 per cent. It was also noted that the consultation letter made no specific reference to liquids, from which it could be presumed that non-liquids were included.

Council agreed that a letter should be sent to the DTI presenting the case for a 10 per cent minimum level for methylene chloride, toluene and xylene and asking for confirmation that non-liquids were included in the scheme.

Merchants' registration. The first meeting has been held of the law subcommittee, set up to advise on matters relating to the refusal to register or the deregistration of agricultural merchants and saddlers whose names now have to be maintained on registers by the Society. It was noted that cases which were likely to result in prosecutions would be referred directly to the Law Committee, while the subcommittee would consider those cases for which there was a suggestion that registration of premises should be terminated or refused.

Thanks from the police. A letter of thanks has been received from the chief constable of Durham Constabulary for the help the police had received from the Society's local inspector (Mr Stanley Booth) during an inquiry which had resulted in two women each being sentenced to three years' imprisonment for attempting to pervert the course of justice.

Assurance from BBC. Following an approach from the Society's director of public relations (Mr P. Paul), BBC Television had given an assurance that it would destroy archive news film which depicted pharmacy in a way which did not represent its current image.

Memorial to J.C. Bloomfield. The Society is to donate £500 to a Portsmouth Polytechnic fund for establishing a memorial to the late J.C. Bloomfield, in recognition of his outstanding record of public service and commitment to higher education.

No. of days treatment	NP
N.B. Ensure dose is stated	
<p>4 To Senokot</p> <p>11 mm</p> <p>50</p>	
<p>Looks like Senokot but the patient was suffering from severe water retention. Our Essex subscriber discovered that Lasikal was required</p>	

Nothing rocks
Nothing dam
Nothing beats



Now with Zirconium for 70% more effective anti-perspirant control. Four fragrances in bigger, specially priced 59p bottles!

BIGGEST BRANDS ✓ **BIGGEST SALES** ✓ **BIGGEST PROFITS**

our roll-on. dampens our spray. our stick.

Our unbeatable high-efficacy aerosol formula comes in five unique fragrances, each one a Sure best seller.

In its first year, Sure Solid shot to the No. 2 position in this newest and most dynamic sector of the anti-perspirant market.



The unsurpassed Sure formula for success has made Sure No. 1 in the fast growing anti-perspirant market.*

By always giving consumers what they want, constantly improving our product range and providing powerful advertising and promotional muscle, Sure will continue to lead the way in 1985.

Our massive \$2.5m advertising campaign has already begun and our roll-on, spray and stick will be featured individually and heavily promoted throughout the year.

What's more, everyone will be talking about our dramatic new TV commercials.

So stock plenty of Sure to make sure nothing rocks, dampens or beats your profits!

*1984 TCPI Average Brand Share

FROM THE BIGGEST NAME IN TOILETRIES. ELIDA GIBBS





TV support for loperamide

Janssen are launching a new OTC presentation of loperamide — Arret. It will be supported by a major promotional campaign aimed at the "holiday tummy" market.

Janssen say that Imodium is now the pharmacist's first choice recommended antidiarrhoeal, but its semi-ethical status prevents direct advertising to the public.

Arret comes in a six-capsule blister pack (£1.45). Dosage recommendations are two capsules initially, followed by one capsule after further bout of diarrhoea. Janssen say that, in most cases, three capsules are sufficient.

Consumer advertising starts on May 13. The company says that market research shows that 60 per cent of people take an antidiarrhoeal on holiday. They are more likely to take tablets for convenience and the primary reason for their choice is speed of action.

Women's Press advertisements begin in May and run until the end of September, national Press advertising starts in June. Magazines and newspapers featured include *Woman*, *Woman's Own*, *Woman's Realm*, *Family Circle*, *Daily Express*, *Daily Mirror*, *Daily Mail*, *Sunday Express*, *Sunday Mirror* and *Mail on Sunday*.

Janssen will also be testing television for promotion for the first time. Thirty second animated commercials will be seen in the Central television area in two bursts — from June 3-23 and then from July 8-21.

In addition, local radio stations in the

South and South East will carry 30-second commercials in June and July, supported by 16-sheet posters on the London Underground. Janssen identified the South East, excluding Greater London, as the area with the highest proportion of people who could go on overseas holidays, 25 per cent doing so.

Janssen say that the speed of action is a key claim, the Arret name will be strongly branded and all advertisements will direct consumers to ask their pharmacist for the product.

The "stop diarrhoea fast" Arret clockface and logo are featured on a full range of POS material including counter dispensers and window displays. The tower unit will be sold in by representatives. An introductory offer of 16 as 20 will be available for all orders taken before the end of June from representatives or head office, say Janssen. And as part of the launch, the company has devised a pharmacists' competition linked to their Janssen pharmacy number.

Janssen are keeping 4s and 8s packs of Imodium as a pharmacist-recommended medicine. "If pharmacists decide they don't want to stock two preparations of the same product, then Imodium will die," says Alan Hicks, Janssen's national divisional manager.

He says that the 4-capsule pack of Imodium probably will disappear in time, but thinks there may be a market for an "under-the-counter" pharmacist-recommended medicine. Mr Hicks says that the 50 per cent mark-up on Imodium giving 33 per cent POR is greater than the 40 per cent mark-up (28 per cent POR) on Arret in recognition of the pharmacist's involvement in the sale.

Arret is being launched by Janssen Pharmaceutical's OTC division, set up in September last year with its own sales force. The company says it hopes to extend the scope of the OTC division.

"The Janssen range is in the areas of the OTC market where it is very important that products are sold under the pharmacist's recommendation," say Janssen Pharmaceuticals Ltd, Grove, Wantage, Oxon OX12 0DQ.

vitamins which stimulates cell renewal and helps repair cells which have been damaged by the sun", says the company.

The Sunitive range comprises body tanning emulsion SF 6 (125ml, £6.95), tanning emulsion SPF 4 (125ml, £6.95), after sun milk (200ml, £8.95) and self tanning emulsion (125ml, £6.50) and a new product for 1985 — intensive tan dry oil SPF 2 (125ml, £7.75). Germaine Monteil, St George's Street, London W1.

Son of Sunitive

Germaine Monteil have repackaged and reformulated their Sunitive range of products, and added a new product.

All items are packaged in the contrasting colours of orange, brown, gold and white and come in plastic bottles. All contain "a sun repair complex of

Kaopectate on bonus offer

Kaopectate 180ml is being sold on bonus this month.

Fifteen packs are being offered for the equivalent of 12 at a bonus trade price of £8.26, say makers Upjohn.

"Happy Holiday Health Tips" leaflets are also to be available in a counter display. The leaflets contain a checklist of health care products that might be taken abroad and refer holiday makers to their pharmacists for further advice.

The bonus offer is available through distributors *Pharmagen Ltd*, Church Road, Perry Barr, Birmingham B42 2LD.

Holder and tape from Lilia-White

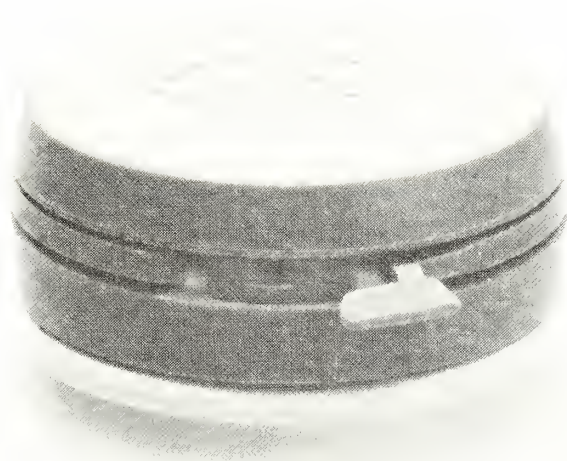
Lilia-White are promoting Lil-lets tampons, with two consumer on-pack offers. A Tampon box holder is offered free on 40s packs, and 20s packs will feature a Lil-lets keep-fit cassette offer.



The box holder is designed to accommodate a full pack of 40 Lil-lets and is available for regular, super and super plus absorbencies. "The pink floral design will give discreet storage and is an excellent travel pack container. A water-proof lining and re-inforced edges provide protection against damp and wear if stored in the bathroom," says the company. The holder is offered free in return for two proof of purchases tokens from Lil-lets 40s.

The cassette promotion has been designed for Lil-lets 20s regular, super and super plus packs. It comprises a 30 minute keep-fit dance tape called "Tune in to freedom" featuring eight popular dance tracks and 12 voice-over instructions. Consumers have to send £1.50 and a proof of purchase.

The promotional packs will be available from the end of April. *Lilia White Ltd*, Alum Rock Road, Birmingham.



**Inside this new dispensing pack
is a profitable future.**



Scotties get a new facial

Bowater Scott are relaunching their Scotties facial tissues with new pack designs, softer tissues in its cosmetic and regular ranges and easier to use apertures on the standard packs.

Each range is distinctive in style, says the company. The Scotties Tri-ply Mansize box, which had a geometric design, is now decorated with multicolour stripes on a clean white background.

The Scotties Mansize product will have a Japanese style feel to the packaging, with a unisex appeal as Bowater Scott believe that 80 per cent of Mansize buyers are women. The 150 size packs of soft white Scotties and the rainbow product will also have Japanese style graphics.

The 200 sheet soft white and rainbow tissues regular packs will be distinguished by a new Marigold flower design.

The Scotties range of four Chic cosmetic tissues will feature a flower pattern in pink, blue, green or lilac, reflecting the colour of the tissues inside. The main branding is on the perforated opening, so that when this is removed the rest of the pack is completely decorative.

The new look products will be available mid-April. An on-pack promotion is promised for June and July and to announce the pack changes to smaller outlets, white board 12 pack cartons are being introduced to coincide with the relaunch. *Bowater Scott Corporation Ltd, Bowater Scott House, East Grinstead, West Sussex RH19 1UR.*

Hot-footed

Crookes Products are advertising Mycota in the national Press throughout the Summer months, to coincide with the peak sales period for athlete's foot treatments.

Advertisements will appear from May onwards in the national daily and Sunday Press, including *The Daily Mail, The Sun, The Daily Telegraph, News of the World and Sunday People.* *Crookes Products Ltd, PO Box 94, — Thane Road West, Nottingham NG2 3AA.*

Build-up for a trial size

Carnation are introducing a trial pack of Build-up (£0.29). A display unit holds 24 single-serving sachets — 12 strawberry and 12 vanilla variety.

The trial size will be available from mid-April. *Carnation health care division, Danesfield House, Medmenham, Marlow, Bucks SL7 2ES.*

Winpharm frame it to Montreal

Winpharm are running a two-part window display competition.

The Winpharm kit must be displayed in the pharmacy window and a Polaroid photograph of each display taken, stamped on the back with the pharmacy stamp and sent to the company.

Each photograph received will be entered for a lucky draw in which ten winners will each receive a £50 Marks and Spencer voucher. The closing date is June 28.

The second stage of the competition will be judged by NPA director Tim Astill, who will look for the window displaying the most professional image of pharmacy. The company will award three prizes of two return air tickets to Montreal and one week's first class hotel accommodation for the week September 1-8 when the Federation Internationale Pharmaceutique Conference is being held there. *Winpharm, 1 Onslow Street, Guildford, Surrey GU1 4YS.*

More for Leo

Leo Laboratories will, from April 15, be distributing the following range of Wigglesworth OTC products: Glinteel, Maxa-gesic, Opas, Opazimes, Panaleve, Ulcanon and Vesagex. *Leo Laboratories Ltd, Longwick Road, Princes Risborough, Aylesbury, Bucks HP17 9RR.*

Sassoon samples back mousse

Vidal Sassoon are supporting light control styling mousse (150ml, £2.80) with a sampling campaign.

It will run in the women's Press and the issues of a free styling leaflet entitled "A touch more style" will be available for

display. The leaflet gives details of all products within the Vidal Sassoon styling range and how to use them. *Vidal Sassoon Holdings Ltd, Rusham Park, Whitehall Lane, Egham, Surrey.*

Nelson hayfever tablets on air

Nelson homoeopathic hay fever tablets are to be advertised on local radio.

The 30-second spots will appear on selected local stations during May and will be timed to coincide with high pollen counts. Last year sales were up 35 per cent, it is claimed.

A pre-packed merchandising tray (£12 ex of VAT), incorporating a window sticker is currently available. The tray carries 14 units for the price of 12, giving 48 per cent POR, rsp £1.90. *A. Nelson & Co Ltd, 5 Endeavour Way, Wimbledon, London SW19 9UH.*



Ashe laboratories are launching a promotion offering consumers a pure bristle make-up brush banded to Vitapointe Forms mousse (175ml, £1.95). A women's Press campaign is currently running until July and a second burst is promised for later in the year. *Ashe Laboratories Ltd, Ashtree Works, Kingston Road, Leatherhead, Surrey KT22 7JZ*

Dendron add

Dendron are introducing Deep Down make-up remover (115ml, £1.39) to their range. The remover comes in parcels of one dozen (£10.15 trade). *Dendron Ltd, 94 Rickmansworth, Watford, Herts WD1 7JJ.*

Chemist & Druggist 13 April 1985

For the past five years Roche has been the major supplier of the most expected Pyridoxine Hydrochloride, with over 60% of scripts issued being for Benadon.

During that time prescriptions of Pyridoxine Hydrochloride have grown significantly and are expected to continue to grow at a similar rate in the future.

Under the new regulations, which took effect on 1st April, doctors are no longer able to prescribe the brand Benadon.

To allow you, the Pharmacist, to continue dispensing Pyridoxine Hydrochloride in the highest-quality form

Introducing Pyridoxine Roche.

In order to maximise profits, we are introducing Pyridoxine Roche – in a special 100 tablets x 50mg dispensing pack. The trade price will only be £6.69 per 100 pack, which means that you can continue to dispense the best.

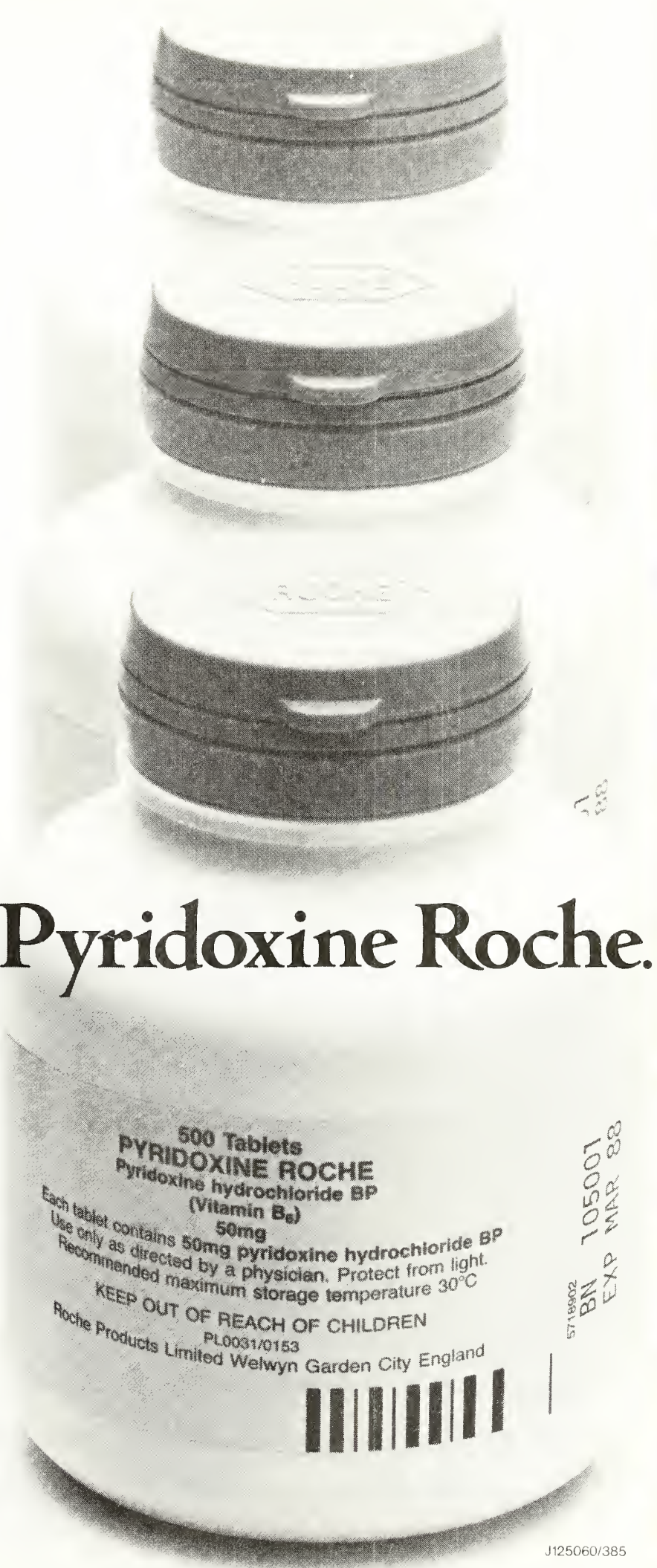
By now you should have received a mailer, enclosing a reply-paid order form to enable you to get supplies of Pyridoxine Roche as quickly as possible.

If for any reason you did not receive the order form, please contact your sales office – who will send one by return of post.



CONSUMER PRODUCTS
THE PRODUCTS LIMITED, PO BOX 8, WELWYN GARDEN CITY,
HERTFORDSHIRE AL7 3BR TEL. 0707 328128

BENADON IS A TRADE MARK



500 Tablets
PYRIDOXINE ROCHE
Pyridoxine hydrochloride BP
(Vitamin B₆)
50mg
Each tablet contains 50mg pyridoxine hydrochloride BP
Use only as directed by a physician. Protect from light.
Recommended maximum storage temperature 30°C
KEEP OUT OF REACH OF CHILDREN
Roche Products Limited Welwyn Garden City England
PL0031/0153



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A Touch of Silver...

Schwarzkopf are supporting Touch of Silver range with a £250,000 Press advertising campaign.

Single page, full colour advertisements are appearing from now until June in women's magazines including *People's Friend*, *Womans Journal*, *Woman and Home*, *Womans Weekly*, and *Family Circle*. A second Press campaign is scheduled for Autumn.

Schwarzkopf are promoting the Corimist range with 25 per cent extra-fill on Quick Style and the 200ml sizes of hair spray. They will be available through May and June, when Corimist will be supported by national television advertising.

The Paletta range will also benefit from promotional support in the form of a free styling brush banded on to the styling mousse during May and June. *Schwarzkopf Ltd, Penn Road, Californian Trading Estate, Aylesbury, Bucks.*

...and of gold

Ever Ready are running an on-pack cash back consumer promotion with Gold Seal alkaline long life batteries.

From April 29 packs will carry 20p

"seals". By sending in the seals, consumers will receive from Ever Ready double the buying power of each seal. For example, for each 20p seal received the company will give the sender 40p. This applies to a maximum of £2.00. The seals will be carried on all Gold Seal blister cards with the exception of the LR6 (two) pack. *Ever Ready Ltd, Berec House, 1255 High Road, Whetstone, London.*

In the swim

Jo-ba are introducing a point-of-sale offer in May — 20, 250ml bottles of Jo-ba after-swim shampoo for the cost of 18. *Jo-ba Ltd, Vincent House, Garman Road, London.*

Kick the habit with Nicoban

Honeyrose have launched Nicoban anti-smoking tablets (30 tabs, £0.95).

Nicoban, made from lobelia, should be sucked about once every two hours, and after a minute the remains of the tablet should be swallowed.

Nicoban is sold in outers of 12 plastic boxes each containing 30 tablets (£6.60 trade). An introductory promotion offers 13 as 12. *Thomas Christy Ltd, North Lane, Aldershot, Hants.*

British Herbs slim volume

"Stay Slim With Herbs and Spices" is a 120-page guide to cooking by Elizabeth Peplow. It is included in a "bumper" information pack which includes information on popular herbs; how to grow and use them. It costs £3.50, post paid, from *The British Herb Trade Association, 46 Church Street, Buckden, Cambs.*

Sampling for Pond's range

Chesebrough Pond's will be cross-sampling cream and cocoa butter softening lotion with creme bath and cocoa butter during the Summer months.

A free sachet of Pond's creme bath will be attached to the 200ml and 300ml bottles of creme and cocoa butter lotion which retail at £1.37 and £1.77 respectively.

The Pond's cocoa butter range will be backed by £2m support this year, and POS material will be available. *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks.*

Two for tea

Fennel and lemon verbena have been added to the range of herbal teas available from London Herb & Spice.

Both blends come in packs of 25 tagged and enveloped sachets. Supplied in cases of 12 packs of 25, fennel has a rrp of £0.75 and lemon verbena £0.95. *London Herb & Spice Co Ltd, 18 Selsdon Road, South Croydon, Surrey CR2 6PA.*



Pharmacist Celia Higginbotham, of Higginbotham Chemist, Ferry Hill, County Durham, was the first prize winner in the Johnson & Johnson chemist competition for K-Y jelly. The prize was a Ferguson video recorder and camera — seen here in the hands of Andrew Gibson, product manager K-Y jelly

ON TV NEXT WEEK

G Grampian	U Ulster	STV Scotland
B Border	G Granada	Central
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV - am	TT Tyne Tees

Askit powders:	TVS
Benylin:	LWT, TTV, G
Bisodol antacid digestant:	G, B, A, TVS
Chapstick:	Y
Farleys rusks:	All areas, Bt
Hedex range:	C4, Bt
Listerine:	G, TTV, LWT
Migralift:	Y
Vaseline petroleum jelly:	Bt
Vantage own brands:	STV, C, HTV, C4, Bt
Wrigley's Freedent:	HTV

IF YOU WANT TO SELL A LOT OF SPONGES WITHOUT A WHOLE LOAD OF FLANNEL...

Fact Today is the new vaginal contraceptive sponge.

Fact Today is the first real alternative for women since the oral contraceptive.

Fact Today is the most thoroughly tested non-prescription contraceptive ever introduced.

Fact Today's worldwide clinical trial effectiveness rate is 89-91% (comparable with the diaphragm or cap).

Fact Today features a triple action: a) Today releases Nonoxynol 9 continuously over a full 24 hour period; b) Today blocks the entry of sperm to the cervix; c) Today absorbs sperm.

Fact Today packs contain a comprehensive fully illustrated user guide.

Fact Today needs no professional fitting — one size fits all women.

Fact Today is extremely convenient and is not messy, as no jellies or creams are needed.

Fact Today allows spontaneity through 24 hours regardless of the frequency of love-making. It is also extremely comfortable.

Fact Today is now available to the Trade from all usual wholesalers.

Fact Today is being extensively talked about on T.V. and Radio and in newspapers and women's magazines so the public demand is being greatly stimulated.

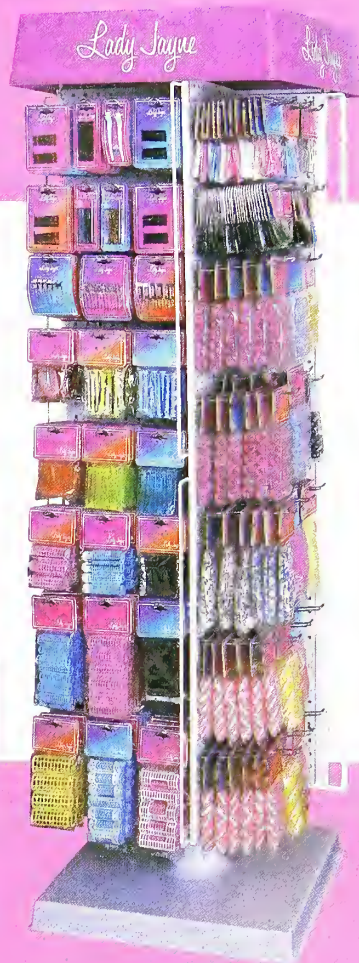


..Ring your wholesaler now

For more product information please write to: V.L.I. Corporation, 9 Gee's Court,
London WIN 5HQ. You won't get a load of flannel — We promise.



Lady Jayne STANDS FOR PROFIT



Lady Jayne have combined its innovative skills of developing new products, with the best in point-of-sale display stands.

Lady Jayne

Laughton & Sons Ltd.,
Warstock Road, Birmingham.

COUNTERPOINTS

A spoonful of Canderel

Searle Consumer Products are launching a "spoon for spoon" bulk product called Canderel spoonful, in the southern TVS area and Southern Ireland.

Packed in 40g (£1.05) and 75g jars (£1.89), Canderel spoonful has, says the company, only two calories per spoonful, compared with 20 calories for the equivalent of sugar.

The product, which the company hopes will go national by September, is the first low-calorie bulk sweetener to be produced from Nutrasweet. "Canderel spoonful has none of the bitter after-taste often associated with existing saccharin-based products," says product manager, Laurence Callow. He sees spoonful as giving the retail chemist a "good opportunity to take trade away from the grocery area."

"The sugar market is worth £430m retail so the potential for spoonful is far greater than for tablet sweeteners".

It will be supported with an £85,000 television campaign which breaks in the TVS area on April 22 with a six-week burst. To support the advertising, over ½ million samples carrying a 10p-off coupon



will be distributed to homes in the South.

"Canderel spoonful offers a simple and palatable alternative to sugar granules and can either be used in beverages or spooned directly onto fruit and cereals," says Harvey Burniston, marketing director.

To illustrate the product's culinary potential, a Canderel recipe book called "The Sweet Taste of Life" (£1.95) has been published by Martin Books and will be available soon from most bookshops.

"Canderel has taken 20 per cent of the total table-top artificial sweetener market and in 1984 it was rated top-selling new product for retail chemists," says Mr Burniston.

Spoonful comes in shrink-wrapped outers of 12. POS material includes a window card and a 3D counter display for the 40g jar. *Searle Pharmaceuticals, Whalton Road, Morpeth, Northumberland.*

British debut for St Ives

Floreat International are distributing the St Ives Swiss formula ranges of natural ingredient skin care and hair care products.

Launched five years ago into the American market, the Swiss formula ranges are said to be brand leaders.

There are four matched shampoos and conditioners based on natural products — aloe vera, jojoba, henna and chamomile (all 500ml, £1.99). Aloe vera shampoo contains vitamin E and the conditioner is fortified with paba — both are for normal to dry hair. Jojoba shampoo and conditioner contain vitamin B complex factors and are for normal to dry hair while the henna variants are for all types of brunette and auburn hair and have a vitamin B factor and a chamomile extract. Dexpanthenol has been added to the chamomile variants which are for blonde and fair hair. Travel packs of shampoo (170ml) and conditioner (85ml) come as twin packs at £0.99. The skin care range comprises cream cleanser with pure

lemon, apricot scrub with elder flower, cucumber toner refreshing gel and collagen-elastin essential moisturiser, (all 240g, £2.99 except Collagen at £2.99. Travel sizes in all types 44ml, £0.69).

The company sees the four-product range as a four-step regimen to combat the rigours of the day. *Floreat International Ltd, 43 Aston Road, Waterlooville, Hampshire.*

Breathe in...

The Mentholatum Co are running a promotion on their nasal inhaler until April 30. The promotional trade price for the two dozen display outer is £8.64 which offers at least 40 per cent POR, says the company. *Mentholatum Co Ltd, Langfield Road, Twyford, Berkshire.*

National Velvet

Kimberly-Clarke are introducing six-roll packs of Kleenex Velvet (around £1.60).

The new six-roll packs will be available throughout the country immediately. *Kimberly-Clarke Ltd, Larkfield, Nr Maidstone, Kent.*

Chemist & Druggist 13 April 1985

ANNE FRENCH*

DESIGNED FOR CLEAN FACES -AND CLEAN SHELVES

TAKE ONE NEW DESIGN

Anne French has never looked so good. And its sales potential has never looked so good either.

There's Anne French Deep Cleansing Cream, Deep Moisturising Cream and Glow 5* Face Mask.

And we've re-designed the packaging for Anne French Deep Cleansing Milk. Now it's available in new metric sizes of 200ml, 100ml and 50ml, in a sleek new bottle.



ADD A NEW T.V. CAMPAIGN

A brand new TV commercial will create additional interest in the brand this year. Have you placed your order yet?

PLUS PRESS ADVERTISING TO THE VALUE OF £450,000

A heavyweight national magazine campaign in publications such as Patches, My Guy, Blue Jeans, Jackie, Just 17 and Look Now will help to make Anne French the name on everybody's lips. (Including your customers!)

TOP IT ALL WITH PROMOTIONS AND P.R.

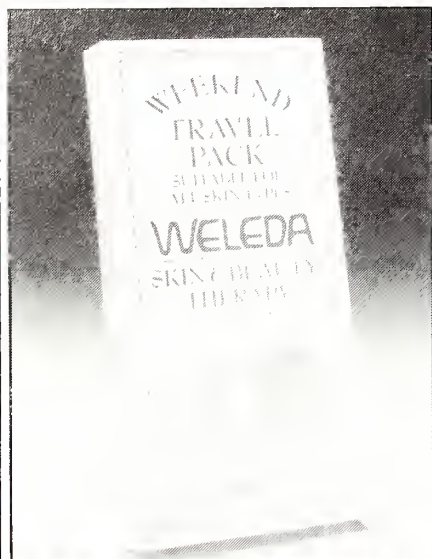
To back up all our activities, we're further supporting Anne French products with exciting promotional and PR work. Order the complete range - and watch it vanish clean away.

You can order Anne French products by contacting your ICC representative or: International Chemical Company Limited, 11 Chenies Street, London WC1 7ET. Telephone: 01-636 8080.



AND YOU'LL CLEAN UP ON SALES, TOO.

*Trade Mark



Weleda's new POS and packs

Weleda are introducing six of the nine products in their skin and beauty therapy range in miniature packs (£0.35) — cleansing milk, toning lotion, cold cream, moisturising cream, moisturising lotion, and nourishing cream.

The trial pack is redeemable against a

full size pack of any of the skin and beauty therapy products.

Weleda have also produced a weekend travel pack (£2.50) in a holder which contains six miniature packs.

Turning to Weleda's homeopathic remedies the company have combined the twenty most popular, into one kit. A new free display stand, leaflets, and POS material are available.

A new display stand to hold Weleda's 50 OTC homeopathic range is available free with an introductory offer on the range which includes an extra 10 per cent trade discount.

Nine of Weleda's homeopathic remedies for hayfever are available in a new stand. An introductory offer on the range yields 60 per cent POR. Leaflets, POS and posters are available.

A new display outer has been produced for Weleda's herbal and salt toothpaste plus a new in-store poster. For retailers trying Weleda's mouth care range for the first time, there's an extra 10 per cent discount. *Weleda (UK) Ltd, Heaner Road, Ilkeston, Derbyshire DE7 8DR.*

Present time

In time for Fathers' Day is a money-off promotion on Blue Stratos splash on lotion (150ml), reduced from £2.39 to £1.99.

Blue Stratos body spray is also reduced from £1.85 to £1.49. The offers will run throughout May and June.

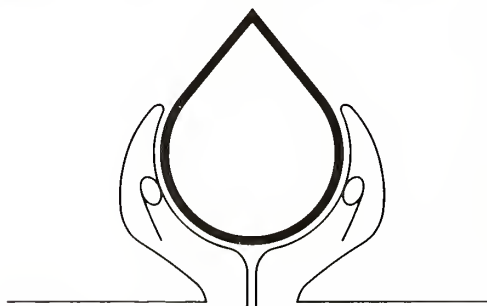
Mandate features an on-pack offer of a silk tie for £2.95 plus p&p, available with every purchase of 100ml aftershave at £7.95. *Shulton (GB) Ltd, Alexandra Court, Wokingham, Berkshire.*

For travel...

Polco Products have introduced a travel sickness pack (£1.99).

The pack includes four poly-lined bags which stand upright when placed on a flat surface. And ten, three-ply tissues, four, sachets of scented towelling, and an advice leaflet. *Polco Products Ltd, Brent Works, Catherine Wheel Road, Brentford, Middlesex TW8 8BB.*

TERPOIN ANTITUSSIVE



Terpoin Antitussive may be converted into a Pharmacy Only Medicine by diluting it with an equal amount of Syrup BP. The resulting compound could then be counter prescribed.

Hough Hoseason & Co Ltd., 20-22 Chapel Street, Levenshulme, Manchester M19 3PT.

Optical advice for the public

The Federation of Optical Corporate Bodies has published a poster giving advice to the public on their entitlement to professional optical services and NHS facilities following the Health Service changes on April 1.

It is being distributed to public libraries, Citizen Advice Bureaux, Community Health Councils, Family Practitioner Committees and Trading Standards Officers in County Consumer Protection departments. It will also be available to all optical companies who are members of the Federation.

The poster tells the public they can still get a sight test free of charge under the NHS; under what circumstances people are still entitled to NHS glasses and what restrictions are placed on unqualified spectacle sellers. *Federation of Optical Corporate Bodies, 22 Nottingham Place, London W1M 4AT.*

varieties there are now eight different flavours in the range. *Reckitt & Colman Products Ltd, Pharmaceutical division, Dansom Lane, Hull HU8 7DS.*

Free Falcon

Falcon hair control for men, is being promoted by Beecham Toiletries with an added-value offer.

Flashed with 25 per cent extra free over the livery, special 220ml and 125ml Falcon aerosols are available at the normal prices of the regular 175ml (£1.18) and 100ml (£0.89) sizes, respectively. *Beecham Proprietaries Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

Coppelia offer

Potter & Moore are offering a free 100g soap with every purchase of Coppelia cologne spray (155ml, £4.25). The offer is available from the middle of April. *Potter & Moore, Lincoln Road, Warrington, Peterborough PE4 6LB.*



Ready Drinks are now eight

Robinson's, are launching three new varieties into their Ready Drinks range.

Robinson's orange barley water and lemon barley water — will now be available in a 250ml pack. The third new variety is Robinson's "special R" low-sugar orange drink, which was introduced into the concentrated fruit drinks range last year with the promise of "bags of taste without bags of sugar". With the new

THE OUTSTANDING RAVINA COLLECTION




Hair Decorations and Hair Care Products at their best. Little Miss Muffet — The success story in childrens hair decorations. Card or strip presentation (as illustrated), for schooldays, holidays, parties or just for fun.

CELESTE — Hair Care Products and Hair Decorations for the mature market. Pins, Grips, Rollers, Brushes etc. A complete range, packaged with a fresh feminine appeal.

Ravina Display Units have been designed with the retailer in mind. Modern, attractive, wipe clean materials in restful colours. Slimline Wall Units or free standing Rotary Units with Storage Bases. The choice is yours.



Contact your Sundries Wholesaler for full details of the Ravina Collection of Hair Decorations & Hair Care Products
Ravina Ltd, Rooksley, Milton Keynes MK13 8PB
Telephone Milton Keynes (0908) 665577

A man with short, light-colored hair and glasses, wearing a white short-sleeved button-down shirt, is seen from behind, sitting on a pink beach towel. He is looking out at a calm, light blue ocean under a bright blue sky with scattered white clouds. In the distance, there are green palm trees. In the foreground, to the left of the man, sits a glass mug filled with a golden beer topped with a thick white head of foam.

**“Do you think
those Bergasol
ads work?”**

It should be obvious.

Here we are again in the sixth great year
of Bergasol advertising.

Spending even more money on even more
stylish ads.

85% of the female sun-worshipping public



“Don’t you?”

ill get our message and they'll be coming to you
get their Bergasol. You really can't lose.
Unless you don't like Champagne, that is.


bergasol
It makes you get rich quick.





Roger & Gallet have introduced a gift with purchase offer for the L'Homme range of men's toiletries. Consumers obtain a free navy blue Roger & Gallet sports bag when they purchase more than £12.50 worth of L'Homme products. Counter display cards have been produced to support the promotion. The offer is available while stocks last. *Bergal Ltd, PO Box 209, 3 Rhodes Way, Watford, Herts WD2 4QE*

Alpine launch own films

Processors Alpine Laboratories have launched their own range of films.

Aimed at sale through chemists and specialist photographic dealers, the range offers 126/24, 110/24, 135/24, 135/36 and disc, suggested retail price range £1.39 to £1.69. Processors' own-brand film now accounts for 33 per cent of the market, they say.

It was the advent of HR emulsion which made it possible for Alpine to go ahead with the new films, says managing director Neville Greenstreet. "Films available for own-brand in the past would not have met quality standards" he says. POS support for the range is promised. *Alpine Laboratories, Upperthorpe, Sheffield.*

Shulton throw in a towel

Shulton are offering Sans Soucis skin repair day cream and night cream in 30ml tubes for £5.95, cartoned together.

The pack will be sold from a 24 piece merchandiser with header board. The offer will run during May and June.

Available to consultant accounts only is a promotion offering a bath towel with

any two skin care purchases over £15. The towel shows the Sans Soucis logo and will be available in May while stocks last.

Shulton (GB) Ltd, Alexandra Court, Wokingham, Berkshire.

Morgan re-pack

Morgan's Pomade Co have up-dated the packaging of their hair darkening products. *Morgan's Pomade Co Ltd, Colewood Road Industrial Estate, Swalecliffe, Whitstable, Kent.*

PRESCRIPTION SPECIALITIES

Pyrogastone liquid

Manufacturer Winthrop Laboratories, 1 Onslow Street, Guildford, Surrey

Description Fine, off-white powder with a faint odour of liquorice and aniseed.

When reconstituted with water each 10ml contains carbenoxolone sodium 20mg and dried aluminium hydroxide 300mg in a vehicle with sodium alginate and potassium bicarbonate. Each 10ml contains 117mg (3mmol) potassium and 45mg (1.94mmol) sodium. The liquid contains 10 per cent sucrose

Indications Oesophageal inflammation, erosions and ulcers due to hiatus hernia or other conditions causing gastric reflux and for the relief of other symptoms associated with reflux oesophagitis

Dosage Adults: 10ml three times daily immediately after meals and 20ml at bedtime. Treatment should continue for at least six weeks, but up to 12 weeks may be necessary to ensure maximum healing

Contraindications, warnings etc As for Pyrogastone tablets

Packs Bottle of powder sufficient to make

500ml liquid (£9.98 trade)

Supply restrictions Prescription only
Issued April, 1985

Cox generics

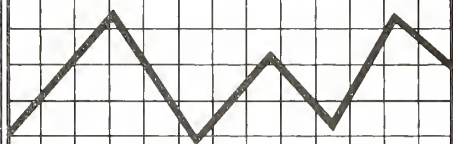
Generic metoclopramide and metronidazole tablets are now available from Cox Pharmaceuticals.

The metoclopramide tablets (500, £24.25 trade) are white, biconvex with a double triangle logo on one side and marked "MTC" and "10", with a breakline on the reverse. Each contains 10mg metoclopramide.

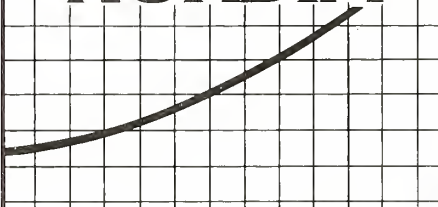
The metronidazole tablets (250, £16.73) are white, biconvex, with a double triangle logo on one side and marked "MZL" and "200", with a partial breakline, on the reverse. Each contains 200mg metronidazole. *Cox Pharmaceuticals Ltd, Whiddon Valley, Barnstaple, Devon.*

Danol calendar pack: Danol 200mg capsules are to be available in a calendar pack from April 15. The Danol 200 C-Pak (£42.81 trade) contains two blister strips of 28 capsules. *Winthrop Laboratories, 1 Onslow Street, Guildford, Surrey.*

BUSINESS AS USUAL



BUSINESS WITH NORDIA



Using Mason Nordia's expertise really can help to smooth out the ups and downs of retailing. Careful planning and design by our consultants improves your sales area, making displays more attractive and effective. Some retailers have told us of an over 20% increase in business. Why not contact us for your free copy of our brochure all about Mason Nordia shopfittings. We'd be glad to help you do the business.

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New customers, new business, new profits.



The new-look Bencard Pharmacy range.

New attractive packs. New pack sizes. New counter displays.

The Bencard vitamin and antacid ranges have been redesigned to meet your new demands following their removal from N.H.S. prescription.

Their quality and pedigree mean you can recommend them with

Orovite, Orovite '7', Juvel, Vitavel, Nulacin, Prodexin and the Bencard logo are trade marks.

confidence. Their margins will mean extra profits. Full details of packs and prices are being mailed to you.

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*Limited
period
introductory
offer.*

100 YEARS AND STILL THE IN THE



100 years in the baby care business is cause for celebration indeed.

Not just for us, but for millions of mothers across the world.

You see we've come a long way since we first appeared in the nursery back in 1885.

Today our name is on the lips of more babies in more countries than any other.

In Britain alone we keep the new arrivals quite happy, in over 75% of maternity hospitals.

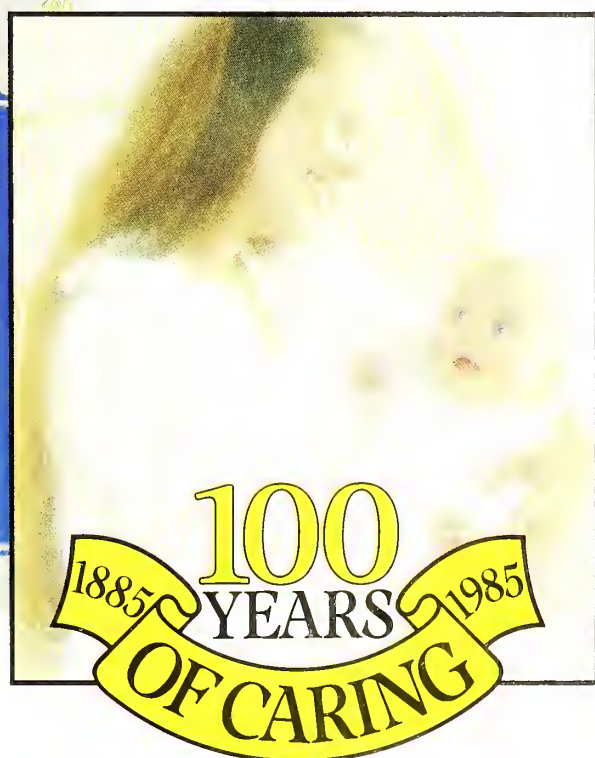
And a mother doesn't have to look too far to find Nursery care in the High Street either.

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We're improving and expanding our range of products constantly. In fact, what we're celebrating today is only the beginning of what grateful mothers will be celebrating in generations to come. And that's definitely worth shouting about.



NURSERY

A RANGE OF PRODUCTS BY GRIPTIGHT

OAK, BIRMINGHAM B29 7EE. TELEPHONE: 021-472 4211

Make hay while the sun shines.



Plant out Otrivine Hay Fever Formula among your stocks. Nothing grows faster. Last year it shot from nowhere to brand leader in the topical remedy sector, all in the course of a single summer.

And with six million sufferers already counting the pollen, why should this year be any different?

Nothing acts faster either. Otrivine Hay Fever Formula contains a decongestant to unblock the nose and an antihistamine to silence the sneeze.

The beneficial effect lasts for up to eight hours.

Or in your case, up to four months. So long as you don't let the grass grow under your feet.

OTRIVINE HAY FEVER FORMULA [P] PRODUCT INFORMATION. PRESENTATION: Bottle of nose drops or nasal spray containing xylometazoline hydrochlor 0.05%; antazoline sulph. 0.5%. INDICATION: Prompt relief of rhinitis due to hay fever, seasonal or perennial allergies. DOSAGE: Adults and children - 2 or 3 drops or 1 spray in each nostril two or three times daily. CAUTION: Do not give to patients taking MAOIs. Limit use to short periods. Avoid alcohol. SIDE EFFECTS: Local nasal irritation, headache, insomnia, palpitations, drowsiness.

OTRIVINE IS A REGISTERED TRADE MARK.

'Many long standing sufferers drop out of education early'

One of the problems with hay fever is that it tends to strike during school and college examination time. Dr Tom Smith, a medical journalist, looks here at the results of a survey showing just how serious the effects can be.

Hay fever is tackled in Britain in three ways:

- ☐ long term prevention, using "desensitising" injections of pollen extracts;
- ☐ shorter term prevention by suppression of the allergic reaction, using mast cell inhibitors or steroids;
- ☐ treatment of the symptoms themselves, using antihistamines.

All have their advantages and drawbacks. The desensitising injections must be given in the winter, to avoid the risk of inducing an allergic response. They have a relatively low success rate — only about half the recipients reporting some response — and usually need repeating for several years. They are awkward and time-consuming, and many patients dislike the repeated injections.

Mast cell inhibitors such as disodium cromoglycate must be started before the season starts, and continued until mid-August, when the worst is usually over. If a day is missed, the hay fever symptoms can

"break through" — and other treatment is needed to suppress the symptoms. Depot steroid injections are designed for long term suppression of the allergic response, but carry with them the classical steroid side effects — they are only recommended if the hay fever is exceptionally severe and has not responded to more conventional treatment.

Antihistamines are the standard treatment. They are highly effective in eliminating symptoms, and are the only symptomatic, rather than prophylactic, treatment. However, the older antihistamines are also sedative, which makes them unsuitable for people who drive and operate machinery.

One person in ten has hay fever. It reaches its peak incidence and severity in the late teens and early twenties: and its peak season is from mid-May to mid-August — coinciding exactly with school and further education examination times. Recognition that hay fever may affect a child's chances of

educational success has led to several studies in British school and further education students.

Entry to higher education from schools today is virtually entirely dependent on the grades achieved in the school leaving examinations — A Levels in England, Wales and Northern Ireland, and Highers in Scotland. In the A level countries, in particular, the problem is acute. Writing in the *Guardian* on August 14 last year — just before the 1984 A level results were received by the candidates — John Guy, of Trinity School, Leamington Spa, showed how easy it is for the candidates to drop not just one grade, but two, on an "off" day.

It is commonly thought, for example, that A and B passes are "good", a C pass is a solid average, and D and E grades are poor passes. The C grade is thought to be a wide band separating the Bs from the Ds — thereby making the selection of students relatively simple. Unfortunately, this is not true. In the 1983 examinations, only 3 percentage points separated the lowest B from the highest D in chemistry, and only 3.5 per cent the same two grades in English. The widest C grading of seven major subjects was 7 per cent, in mathematics.

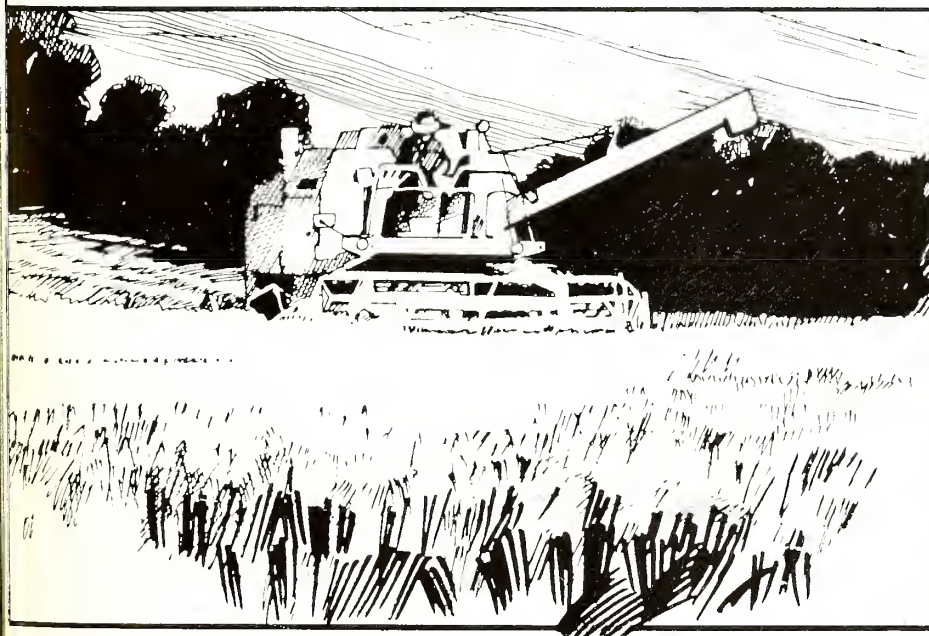
What has this to do with hay fever? Simply that if a pupil is feeling off colour on the day of his or her examination, he or she can easily drop two grades in performance — and lose that expected university or college place. A drop of three per cent is even within the expected error of marking, or could be a result of examiner bias: seven per cent could be explained simply by a transient loss of concentration in the exam

The hay fever survey

In 1984, a survey of 514 students at schools and in full time further education in England, Wales and Northern Ireland showed that many longstanding hay fever sufferers drop out of education earlier than they might, probably because of their medical history.

The same survey showed the choice of treatment was also important — many traditional treatments did not work, or made the students too drowsy to achieve their best marks. The drowsiness was worse in the later, more important examinations. Most affected were girls taking university degree examinations. Just as disturbing, the survey revealed a subset of longer term hay fever sufferers, in whom the disease was diagnosed before their sixth birthdays, whose education was so interrupted that they failed to progress beyond the O level stage.

The provision of nonsedative treatment of hay fever should therefore be taken seriously in all schoolchildren, and especially in those taking important examinations in the summer. School pupils



with early onset hay fever should be selected for special help, in the first two or three secondary school years. In the survey, school medical officers and student medical officers in England, Wales and Northern Ireland were each asked to interview five hay fever sufferers, all candidates for important examinations.

They were asked about the timing of their symptoms; how much medical help they had sought, and been given; their opinion of the value of treatment and of its disadvantages. They were also asked about the overall effect of treatment and hay fever on examination preparation and success. The results were subdivided by sex and into three regions — the North (above 54deg), Midlands, and South (below 52deg).

Over 121 female and 393 male students replied. Most (345) were from the South, but the numbers from the Midlands (133) and the North (36), were enough to make significant comparisons — 198 were O level, 180 A level, and 135 degree candidates.

Hay fever timing: June was the peak hay fever month, with 83 per cent of the students admitting to symptoms in that month. May was a problem for 50 per cent, and July for 59 per cent. 121 students had symptoms in other months. There was tendency for symptoms to linger in the North, where 69 per cent of the students still had symptoms in July.

First consultation: Students tended not to think more than a week or two ahead. Most first consultations with their doctors were made in April, May and June. First consultations between November and February, usually for desensitising injections, were between 3 per cent and 6 per cent per month. The proportion consulting their doctors for hay fever in the last season was constant for all three examinations, at 70 per cent to 74 per cent, suggesting that the problem persists throughout this critical period of education.

Hay fever history: Those who had had hay fever since the age of five or younger made up 23 per cent of the O level students, but only 11 per cent of the A level group and 13 per cent of the degree candidates. This strongly suggests that many early onset sufferers do not pass beyond O levels.

Schools often organise their annual class examinations in the early Summer. It is possible that hay fever sufferers are disadvantaged every year, and that those whose disease starts earliest are most held back. Apart from the examination performance, years of missing much of the Summer term education may produce a debt difficult to overcome except by the brightest pupils.

A further survey of 243 pupils aged 13,



14 and 15 years showed that the "early onset" pupils formed, respectively, 33 per cent, 29 per cent and 33 per cent of the hay fever sufferers in these years, confirming that they tend to drop out of education earlier than their non-allergic colleagues. Forty two per cent of this whole group of 13 to 15 year olds said that their symptoms seriously disrupted their school work.

Hay fever treatment: The students recognised three forms of treatment for hay fever; tablets, inhalers and injections. Injections were judged both the most effective and the least disadvantageous. One third preferred them to the other treatments. However, tablets, despite their drawbacks, were the first choice of 38 per cent, and only 19 per cent chose inhalers. Degree candidates particularly preferred the injections, (47 per cent), probably because of their problems with drowsiness on other treatment.

Unwanted effects: The most common side effect of treatment was drowsiness from prescribed antihistamines. It worsened in both sexes as the students took more difficult examinations, the girls finding it more a problem than the boys at the A level and degree stages.

More than half the students (58.7 per cent) mentioned sleepiness or lack of concentration during pre-exam study while taking antihistamine tablets. Inhalers affected work in 37.3 per cent, and injections, 24.7 per cent. Leisure was affected in much the same way, injections altering the quality of life least.

Apart from the hay fever, 38 per cent of the O level, 35 per cent of the A level, and 27 per cent of the degree candidates found a constantly running nose a considerable problem. Other problems, apart from the continual sneezing and drowsiness, were headaches; itchy, sore watering eyes; inability to use contact lenses; blurred vision; and rebound symptoms after the treatment "wore off".

Hay fever does not improve in the early 20's. In fact complaints about drowsiness

from antihistamines were commonest among university students, especially among the girls. Why this should be so is unclear. There is a bigger weight difference between the sexes at this age, so that for the smaller girl, the usual antihistamine dose is too high: and for the more difficult examination the same amount of drowsiness may be more noticeable.

There is no significant variation in hay fever pattern from the South of England to the North of Ireland. Scotland was omitted from the survey, because it has a different educational system and examination timetable. The Scots school examinations are finished in mid-May, before the hay fever season starts.

The ten per cent of students who have hay fever do not appear to be receiving the help they should from educational authorities or from doctors. Many had given up asking their doctors for anti-hay fever treatment, because it was just as disturbing to their study and exam performance as the hay fever itself.

The examination results of 296 of the original 514 students were made available, and compared, by their teachers, with expectations. Although hay fever and its treatment hardly affected the results of O level candidates, they were closely related to poor performance in A levels.

Of the 133 taking A levels, 16 (12 per cent) did better than expected, 59 (44 per cent) obtained their expected grades, and 58 (43 per cent), fared worse than predicted. The difference between the last figure and its corresponding one for the O level candidates (28 per cent), is statistically significant. The poorer results were associated with less satisfaction with treatment, either because of less alleviation of symptoms or drowsiness due to antihistamine treatment. There was a tendency for the girls to do less well than the boys at the A level and degree stage, but the numbers are too small to draw significant conclusions.

These children should be helped to plan ahead for the hay fever season. Desensitising injections in the Winter should be considered for the badly affected child in secondary school, two or three years before the O level stage. If antihistamines are the treatment of choice, one of the newer agents without sedative effect should be prescribed. The prescription should cover the weeks leading up to the examinations, as well as the examination days, so that the students' concentration is not disturbed.

The education authorities should recognise that some students have a major problem just when they are sitting the most important exams of their lives. School and university exam timetables could be changed, preferably to the end of April and first weeks in May.

ational TV Advertising
starts late April



Your first choice antihistamine and at a price your customers will accept

When your customers need hayfever relief, you can counter-prescribe Aller-eze with confidence.
Here are good reasons why Aller-eze is an ideal first choice OTC antihistamine:

• High Performance

Clinical studies of the active ingredient, clemastine, involving over 10,000 patients demonstrate a high efficacy rate of 85%.

• No Drowsiness for 90% of Users

When drowsiness does occur, it is usually mild and transient, disappearing within a few days.

• Prompt, Long Lasting Action

Aller-eze provides fast relief from hayfever symptoms and its effect lasts up to 12 hours.

• High Efficacy and Safety in Children

Specific studies in children show an overall efficacy rate of 91% and incidence of drowsiness of only 3%.

• Customer Satisfaction

Consumer research during the 1984 London test market shows product satisfaction for 93% of Aller-eze users.

• Highest Demand

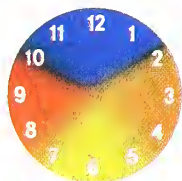
Customer satisfaction generated a high 88% repeat purchase making Aller-eze the biggest selling OTC antihistamine, out-selling the No. 2 brand by 50%.

• Price Benefit

In this price-sensitive OTC market, Aller-eze at £1.10 for 10 and £2.65 for 30 tablets, was found to be at the most acceptable price levels.

• Television on all Areas

With heavy television advertising right across the country on all 14 television stations, your customers will be wanting the effective relief you can offer with Aller-eze.



Aller-eze

Your first choice antihistamine



Intercare Products Ltd.
Wokingham, Berks

A detailed Pharmacist Information Guide is available on request



ASDA

Pollen won't be on the air th



Last year, Haymine was the first hayfever treatment on national radio, producing spectacular results in terms of both sales and awareness.



Pharmax HealthCare Ltd.
Bourne Road, Bexley, Kent.

Haymine became by far the fastest-growing brand, the second-largest in an OTC market estimated to have expanded by a massive 30%.

This year, Haymine is going on nationwide T.V., with £1 million campaign that should prove as effective as the product it's selling.

A stylishly animated commercial has been devised to brand Haymine even more strongly than before.

the only thing is summer.



The film tells the story of Haymine's unique formulation, which has two distinct advantages for the consumer.

Firstly, Haymine's combination of ephedrine and chlorpheniramine brings relief with no drowsiness at all for most people.

And secondly, the fact that Haymine is combined within a continuous-action, time-release tablet means that just one tablet relieves all symptoms for up to twelve hours.

All this activity will, of course, be backed up by stylish new POS. material carrying the same theme. So, this year, when pollen begins to fill the air, so will our new campaign.

Haymine is distributed nationally through Chemist Brokers (0372 66891)



**Chemist
Brokers**

Haymine. New T.V. campaign breaks in May.

Market of £3m ready to peak in May/June

The OTC hayfever market is one of the fastest growing pharmacy only markets, having increased in value last year by nearly a third.



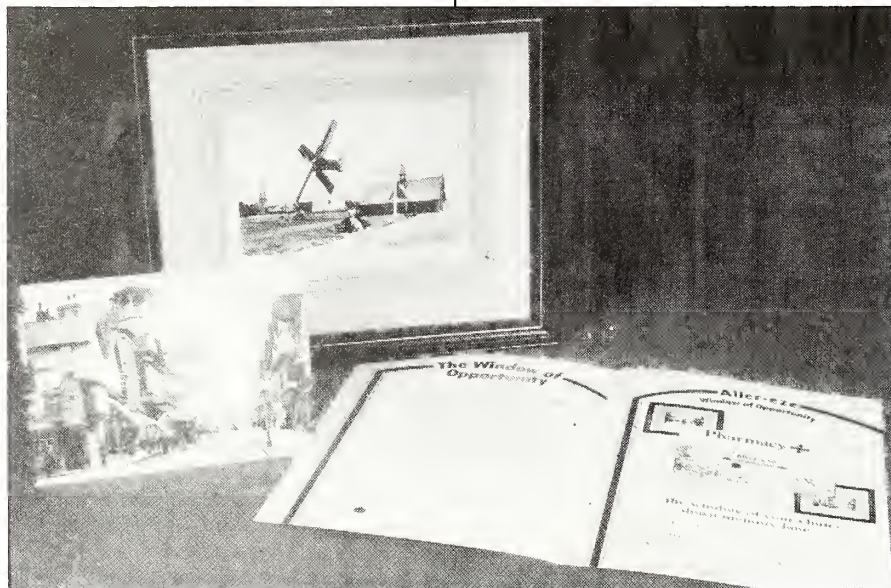
While the true size of the market is difficult to estimate because of confusion with summer colds and flu, most manufacturers put a value of £3m rrp on treatments bought for hay fever in 1984. Intercare believe this is an underestimate and that the true figure is nearer £4.5m spent on antihistamines alone. And with all the extra promotional and advertising activity about to take place they believe the market could grow to £5-5.5m this year.

Ciba Consumer Pharmaceuticals break down the 1984 figure to £1.7m on systemic antihistamines, with Piriton accounting for 70 per cent of packs, and £1.3m on antihistamines/decongestants with Otrivine hay fever formula accounting for 35 per cent of packs. These figures grew last year from £1.45m for systemic and £0.85m for nasal remedies.

Ciba believe the increase in prescription charge to £2 is likely to deter many people from obtaining a doctor's prescription. Most hayfever sufferers fall into the non-exempt category, so self-medication could increase further. As hay fever receives more media coverage each year, the sufferer becomes more knowledgeable and confident about self-treatment. Nearly a third of hay fever self-medicators ask a pharmacist for advice.

Pharmax say there are about 2 million diagnosed sufferers in Britain receiving regular treatment but another 4-5 million may never seek medical advice. There could

Hay fever products — the choice between the topical or the system approach. Below, prizes offered by Intercare in a window display competition.



be a further trend towards OTC purchases as more people become aware that symptoms might be due to hay fever rather than a summer cold.

Independent research carried out for Intercare last year showed that 70 per cent of sufferers experienced their first attack during May and June but one third bought their medication before the season started, indicating pharmacists need to have their stocks well covered by this time. Another finding was that the peak season is May-June rather than June-July as commonly thought.

Activity

The newly established **Ciba Consumer Pharmaceuticals** sales team is supporting Otrivine hay fever formula with bonus offers, display and merchandising equipment. The team will advise pharmacists on how to stock to maximise sale opportunities. Otrivine hay fever formula differs from Otrivine in that it contains an antihistamine to control the allergic reaction and the decongestant is at half the concentration found in adult Otrivine. *Ciba Consumer Pharmaceuticals, Wimbleshurst Road, Horsham, West Sussex RH12 4AB.*

Intercare are supporting the national launch of Aller-eze with a television campaign in all areas using 30-second and 10-second commercials. The £1.6m campaign breaks early May, starting sooner in the South than in the North to correspond with the onset of symptoms, and continues for eight weeks with 80 spots in each area.

The company is using a more intensive television campaign than last year when the product was test marketed in the London area. Television resulted in the greatest awareness of the product (74 per cent of those asked) followed by word of mouth at 10 per cent.

Display material consists of a shelf wobblers and a tower display unit holding consumer information leaflets on the causes, symptoms and treatment of hay fever. A window display competition, open to independent pharmacies only, offers prizes of Francis Frith prints and each entrant will receive a Francis Frith address book. Pharmacists choose which month they wish to run the Aller-eze display and the local representative will take the photograph.

A pharmacist's information guide is available through the sales force which is expected to visit every pharmacy in the British Isles. Public relations activity will involve local Press and radio.

Aller-eze showed 85 per cent efficacy in clinical studies while market research showed that 93 per cent of users were satisfied with the product and repeat purchases ran at 88 per cent, says the company. Clinical studies in over 10,000

THE DIFFERENCE TRILUDAN[®] WILL MAKE TO YOUR HAY FEVER SUFFERERS

Those who drive and operate machinery

In objective tests^{1,2} Triludan has been shown not to impair performance or affect driving ability.

**Those who take exams
this summer**

School and college exams usually fall right in the middle of the hay fever season. With Triludan, there is no longer the agonising choice of putting up with the distracting symptoms of hay fever or taking a sedating antihistamine.

On Triludan, students can avoid impaired performance when studying or taking exams.



cribing
ation
entation
ts: White,
flat faced,
edge tablets
M in two con-
ic circles on
side and a
d bisect line on the other

Each tablet contains 60mg terfenadine
sion. A white oral suspension containing 30mg terfenadine in
with a citrus-mint odour and taste. **Uses** Triludan is an
istamine which is indicated for the symptomatic relief of hay fever
allergic rhinitis. **Dosage & Administration** Adults and children over
ars: One tablet twice daily or two 5ml spoonfuls twice daily
ren 6-12 years Half a tablet twice daily or one 5ml spoonful twice daily

er information is available on request from Merrell Dow Pharmaceuticals Limited, Meadowbank, Bath Road, Hounslow, Middlesex, TW5 9QY

Contra-indications, Warnings, etc.

Patients with known hypersensitivity to the drug
Precautions Although animal teratology studies have not
indicated adverse effects, Triludan, like most medications, should not
be used during pregnancy nor during lactation unless, in the opinion of
the physician, the potential benefits outweigh any possible risk. **Side-
effects** Headache, sweating, mild gastro-intestinal disturbances and
skin rashes have been infrequently reported. In objective tests Triludan
has been shown to be free from central nervous system side-effects.
Reports of drowsiness are extremely rare. **Overdosage** One patient
took 25 tablets (1.5G) and gastric lavage was performed one hour later
with good recovery of tablets. There was a transient fall in blood
pressure. Liver function tests initially and two days later were normal

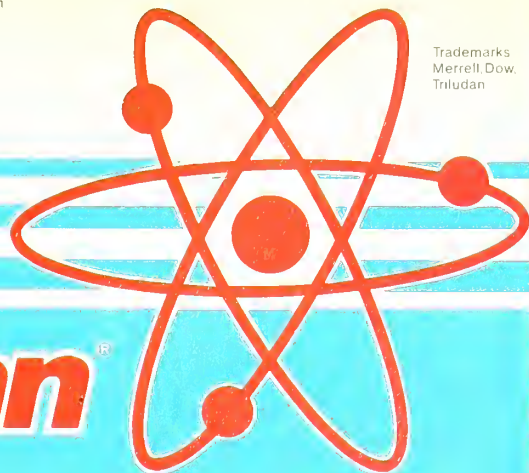
No other problems were noted and
there was no effect on consciousness. **Pharmaceutical**
Precautions None. **Legal Category** P. **Patient Purchase Price** £1.78
(inc VAT) for 10 tablets. **Further Information** In actual driving tests
Triludan does not impair performance nor is there a change in mood.
Product Licence Number Tablet PL 4425/0024 Suspension PL 4425/0057
Reference: 1. Betts, T. et al. *Brit Med J.* 1984; 288: 281. 2. Clarke, C. H. &
Nicholson, A. N. *Br J Clin Pharmacol.* 1978; 6: 31

MERRELL DOW[®]

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medicines
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terfenadine



HAY FEVER RELIEF AVOIDS IMPAIRED PERFORMANCE

HAY FEVER AND ALLERGIES

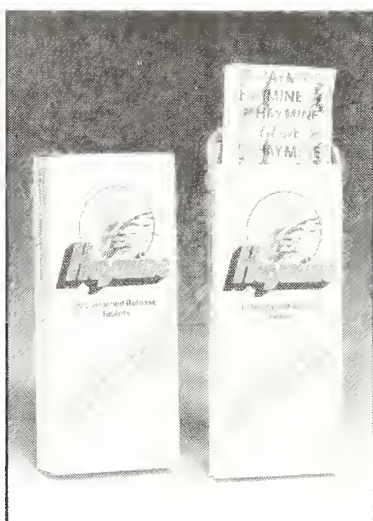
patients revealed that 90 per cent of users did not experience drowsiness. In those who did, the drowsiness was usually mild and lasted only for two or three days. *Intercare Products Ltd, Fishponds Road, Wokingham, Berks RG11 2QD.*

Kirby-Warwick representatives are offering bonuses on Optimine and Afrazine-Menthol. *Kirby-Warwick Pharmaceuticals, OTC division, Mildenhall, Bury St Edmunds, Suffolk.*

Phenergan will be offered through **May & Baker's** OTC sales force on special bonus this season. *May & Baker Ltd, Dagenham, Essex RM10 7XS.*

Merrell Dow are offering a bonus on the recently launched 10-tablet pack of Triludan. An acrylic counter display unit and training booklet for pharmacy staff will be available. Triludan holds the major share of the hay fever prescription market. *Merrell Dow Pharmaceuticals Ltd, Meadowbank, Bath Road, Hounslow, Middlesex TW5 9QY.*

Advertisements for **New Era's** Combination H will appear throughout the hay fever season in a selection of national



Haymine is to be supported with a film television campaign commencing May

media including the *Sunday Express*, *News of the World* and *Sunday People*, together with the health magazines. Customers buying a pack will have the chance to send for a free copy of Dr Peter Gilbert's book "A doctor's guide to helping yourself with biochemic tissue salts". A crowner for the six-pack shelf display holds leaflets explaining the offer and doubles as a showcard. Trade deals are available through New Era

representatives but pharmacies which do not already carry the range will be approached by Seven Seas representatives with details. *New Era Laboratories Ltd, 39 Wales Farm Road, London W3 6XH.*

Pharmax's promotional support for Haymine will include television advertising worth £1m. A national television campaign starting in May will use ITV and Channel 4, with advertising linked to TV AM's weather forecasts. The Haymine logo of a high sun shining through grasses will be animated for the television commercial and repeated in a new, pre-packed counter unit, window stickers, showcards and other display material. Leaflets on "Learning to live with hay fever" are available for pharmacists to give to customers. Pre-season bonuses are available from *Chemist Brokers Ltd, 3 Copsem Lane, Esher, Surrey KT10 9EF.*

Wellcome's promotional support for Actifed tablets and syrup this summer will include quantity discount terms together with window and counter display material. *Consumer marketing, Wellcome Foundation Ltd, Crewe Hall, Crewe, Ches CW1 1UB.*

OTRIVINE®-ANTISTIN®

xylometazoline hydrochloride, antazoline sulphate

Sterile eye drops
for the relief of conjunctivitis
due to hay fever
irritating smoke or dust

A Pharmacy Sale only product



Detailed information will be sent on request. Zyma (UK) Limited, Alderley Edge, Cheshire SK9 7XP

Food intolerance: aversion or allergy?

Food intolerance is a complex problem which has only recently attracted large scale serious research. This article examines some aspects of the problem.

Most people believe, intuitively, that food intolerance is a real entity and most of us probably show some intolerance to some foods.

Yet, clinically, such intolerance is elusive to study and treatment. Part of the reason is the confusing terminology surrounding this whole area. Also contributing to the confusion is the host of theories put forward by specialists and general commentators alike to account for this condition.

Terminology

The most general term for describing the associated conditions reviewed in this article is perhaps food intolerance (figure 1). This intolerance may be essentially psychological, totally biochemical, or a combination of both.

The first category is perhaps best described by the term *food aversion*. The mere thought of food induces unpleasant symptoms in affected persons. Olfactory and visual signals reinforce the stimuli and lower the response threshold. Fish, fatty foods and milk are examples of food items to which aversion is relatively common.

Food allergy, on the other hand, refers to food intolerance in which a clear immunological basis can be identified. The immunological mechanisms involved are usually complex and different types of immune responses have been put forward to explain food allergy. Immunoglobulin A present in the mucosal secretions in the intestinal lumen exert an important protective effect towards ingested food allergens. For example, cow's milk allergy has been claimed to be more frequent among babies who are slow IgA producers.

IgE antibodies specific to various food components are encountered in many patients with food allergy. It has been suggested that exposure to the allergens too

early in infancy is a common cause. This has been put forward as an explanation of the lower incidence of atopy in breast fed than in bottle fed babies.

The IgE antibodies formed bind to mast cells and when re-exposure to the offending food occurs, degranulation of the cell follows with release of histamine and other chemical mediators of tissue inflammation and injury.

The beta lactoglobulin of cow's milk is thought to be responsible for the syndrome referred to as cow's milk protein intolerance (CMPI) although symptoms of lactose intolerance are similar and are, of course, also triggered by milk ingestion.

Pharmacologically-based food intolerance

Under this heading, symptoms of food intolerance arising from food components acting as pharmacologically-active molecules are considered.

Intolerance arising from drugs and food additives: This has received much recent attention in both the medical and lay Press. It is now generally acknowledged that dye sensitivity is a real clinical problem and, in this context, tartrazine sensitivity is well defined.

About 1 in 10,000 people are said to be affected. Symptoms include urticaria, rhinitis, palpitations, pruritus and blurred vision. Individuals sensitive to aspirin show a higher incidence (up to 1 in 10) of tartrazine sensitivity than control groups. Cross sensitivity with sunset yellow and the benzoates has also been described although, except for the two yellow colours, examination of the relevant chemical structures do not reveal striking similarities (figure 2).

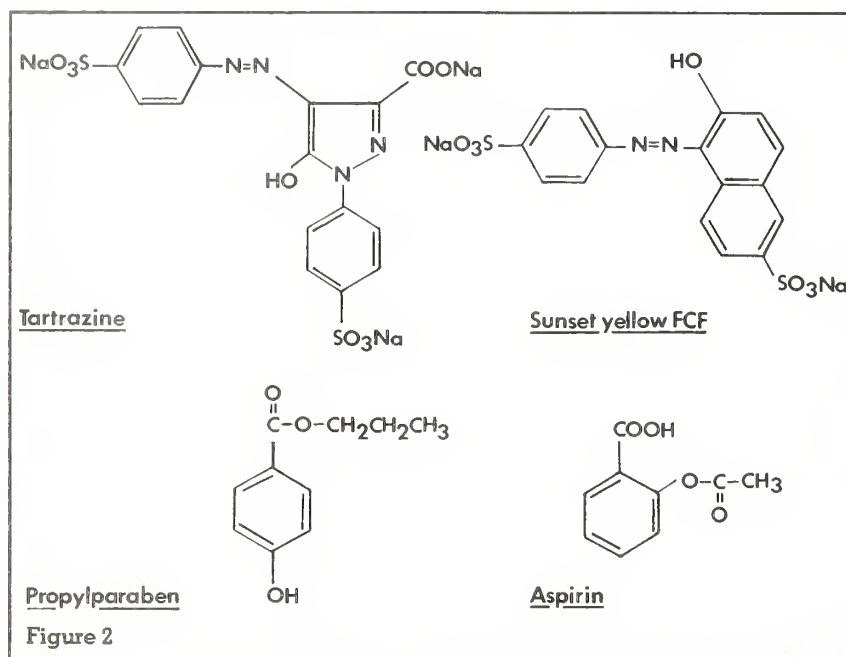
Sensitivity responses to these dyes and preservatives do not appear to be immunological. Avoidance of offending foods is the best approach to overcoming this problem and improved labelling regulations now make this process easier (table 1).

Much has been written about links between hyperactivity in children and the ingestion of food colouring. Although deserving of further study, the evidence so far is equivocal, apparently because of the great difficulty in getting children to adhere to strict exclusion diets. Ingestion of monosodium glutamate may in some individuals lead to a flushing syndrome which includes headache and chest pain as well as flushing. The term "chinese restaurant syndrome" has been used synonymously but several authors have indicated that the foods are probably different entities.

Lactose intolerance: Enzyme deficiency states may lead to food intolerance which may be either transient or chronic. A good

Figure 1: Classification of food intolerance





Tartrazine

Sunset yellow FCF

Propylparaben

Aspirin

Figure 2

illustration is lactose intolerance which is common among adults of non-northern European origin. The higher intake of whole milk products probably leads to a gradual adaptation to high levels of dietary lactose among northern Europeans.

Lactose intolerance arises from an inadequate synthesis of lactase in the brush border of the mucosal cells of the small intestine. Lactose is therefore poorly absorbed and passes into the colon where it undergoes bacterial degradation to form osmotically active and irritant acids which induce diarrhoea and gastro-intestinal pain.

More transient lactose intolerance often follows acute diarrhoeal attacks because of

damage to the brush border induced by toxins, bacteria or viruses. This provides the rationale for the avoidance of whole milk products during diarrhoea but yoghurt, which is rich in lactose, appears to be well tolerated even in the presence of lactose intolerance.

Lactose intolerance has often been put forward as a cause of recurrent abdominal pain in children or infants. In most of these patients withdrawal of lactose-containing foods produces an improvement. In a few, a significant decrease in abdominal pain associated with food intake is observed.

Treatment

Avoidance of offending foods is obviously the most logical approach. Unknowing ingestion of such foods often takes place and symptomatic treatment may be required. Some individuals are, of course, unable to resist the temptation which offending foods present. Where symptoms are mainly cutaneous, antihistamines are often effective and affected individuals often proudly claim prophylactic effects for these drugs against their dietary indiscretions. Aspirin is said to be useful in some individuals but its cross-reactivity with tartrazine significantly diminishes its usefulness.

Sodium cromoglycate administered orally has been used with some success in food intolerance but is expensive and not available without prescription.

Conclusion

Food intolerance is a complex problem which has only recently attracted large scale serious research. Rapid progress in our understanding of the underlying biochemistry is anticipated but treatment will continue to be unsatisfactory for a few years yet.

Symptomatic relief and the advice to abstain from the offending foods will remain the standard approaches to the management of food intolerance. When the foods concerned include such items as sea foods, strawberries and chocolate it is not surprising that many sufferers pay little attention to this advice and go on complaining. For some pharmacists on the sea front, Summer would not be quite the same without patients with food intolerance!

Table 1: E numbers for food colourings and preservatives.

Colourings
E102 Tartrazine
E110 Sunset yellow FCF (orange yellow S)
E122 Carmoisine (azorubine)
E123 Amaranth
E124 Ponceau 4R (cochineal red A)
E127 Erythrosine BS
Preservatives
E211 Sodium benzoate
E212 Potassium benzoate
E213 Calcium benzoate
E214 Ethyl-4-hydroxybenzoate sodium salt
E216 Propyl-4-hydroxybenzoate
E217 Propyl-4-hydroxybenzoate sodium salt
E218 Methyl-4-hydroxybenzoate
E219 Methyl-4-hydroxybenzoate sodium salt
E220 Sulphur dioxide
E223 Sodium metabisulphite
E320 Butylated hydroxyanisole
E321 Butylated hydroxytoluene

This is one of a series of "pull-out and keep" articles on OTC topics by Professor Alain Li Wan Po, professor of pharmaceuticals, The Queen's University of Belfast.

Midges won't bite YOUR customers.

Really effective JUNGLE FORMULA. The ultimate deterrent to mosquitoes, midges and most biting flies – offering complete protection for up to 8 hours per application.

Available in bottles or aerosol packs, JUNGLE FORMULA uses a high concentration of Diethyl Meta Toluamide (DEET). Generally regarded as the best repellent currently available. In normal use it is safe, stainless, virtually odourless and thoroughly effective.

Originally developed for U.S. troops in Vietnam, our formula has since been proven as far afield as India, Scandinavia, Venezuela and the Scottish Highlands. It is also used and approved by the U.K. Forestry Commission.

JUNGLE FORMULA is being backed by regular National Advertising throughout Summer '85. Stock it. Display it. Sell it. Customers benefit and so will you.

Jungle Formula

From your usual Wholesaler, or in case of difficulty from: Arun Valley Trading Ltd., Pulborough, W. Sussex RH20 1ER Telephone: Fittleworth (079882) 482 Telex: 847508 AMAZON G.



Prices: 50ml Bottle Qty. 12. £15 + VAT. RRP £2.25 each. 100ml Aerosol Qty. 12. £18 + VAT. RRP £2.99 each.

Women employees: new complications

Recent EEC rulings extend the rights of female employees under the Equal Pay Act.

Women are now entitled to equal pay and conditions where their work is of equal value to that of a man working for the same firm, even though she may be doing an entirely different job. The Act previously covered only work which is the same or "broadly similar".

Thus, in one firm, it was decided that a cook employed in the canteen was doing work of equal value to that being done by a painter, a joiner and an insulation engineer. Under the new law, she was entitled to the same pay and conditions as the men.

In determining whether work is of equal value, the Industrial Tribunal takes into account the skill and training involved in doing the job, as well as the effort required.

It should be stressed that such claims can only be made if the man used for comparison works for the same company. However, if the man works at a different site for the same employer, or even for an associated employer, a case can still be made.

The employer may have a valid defence. For example, he might be able to show that all workers are given extra pay after a certain period of employment, and that the man has been employed longer than the woman.

Or an employer may be able to show the skill exercised by the man is in short supply and so he has had to pay more — not on the



basis of sex but because of labour shortage in a particular field.

In any case coming before a Tribunal an independent expert can be appointed to carry out an evaluation and comparison between the female and male job. It is this that the Tribunal will use in coming to a decision.

Too few cases have arisen so far to see in detail how the new law will work, but since it covers both manual and non-manual work — full time and part-time — it will not be long before detailed guidance can be given.

Errors of trade description

Whatever business you are engaged in, the Trade Descriptions Act can be a veritable minefield.

If, of course, you deliberately set out to mislead a customer on the price or the quality of the goods you are selling or the services you provide, you have only yourself to blame if you are prosecuted and fined.

However, there are situations when mistakes occur which may not be your fault. In such circumstances, you may have legitimate defence to a prosecution, if a customer is misled in any way.

For example, in retail — especially during sale time — a pricing card could fall from one batch of goods to another resulting in a technically false trade description. An incident such as this might well represent a situation of genuine mistake and provide a

good defence.

It is also a good defence if you have relied on information from someone else who you could reasonably be expected to trust.

A manufacturer, supplying you with goods in a sealed pack which you sell on to a customer could contain false description of the goods in the package. The responsibility would then be the manufacturers and not yours, and this would normally be a good defence.

However, if a prosecution does take place, you must notify the prosecuting authority that this is your defence at least seven days before the hearing.

As to false descriptions given by any of your employees, you can put a good defence by showing you took all reasonable steps to instruct your employees that no false trade descriptions or misleading statements be made to customers. If, however, it is considered you were lax in this matter, your defence would disappear.

Who are the self-employed?

Businesses continue to have trouble with both the Inland Revenue and the DHSS about using people on a self-employed basis.

With rising unemployment, the number of individuals offering their services as self-employed seems to be on the increase.

From the employer's point of view, this may seem an admirable arrangement. He is freed from the chores of operating a PAYE system for the individual, he pays no employer's National Insurance contributions, and there is no problem about redundancy payment or unfair dismissal compensation.

As far as the employee is concerned, he can deduct certain expenses from the pay he is given before having what is left assessed for income tax. He would not be able to do this as an employed person.

But difficulties can arise. If the "self-employed" individual pays no tax, and is later held to really be an employee, the firm will have to make good the PAYE which should have been deducted. The business may also be called upon to pay both employer's and the employee's National Insurance contributions for the time the person was working for the business.


How can you distinguish between a true self-employed worker and one who should really be considered an employee? This is not easy, since legal decisions have drawn very smudgy lines between the two.

The general test is that, if the employer controls not only what is done at work but also how the work is done, the individual is an employee. If the employer merely decides what has to be done and leaves it to the individual to do, then that person might well be considered self-employed.

For example, if a shop owner asked an electrician to do some rewiring, he would normally leave it to the skill of the electrician to decide how the wiring and connections would be carried out. The balance here would be in favour of the electrician being self-employed. On the other hand, someone used to help out in the shop would be under the direct control of the manager or shopowner right throughout the time he or she was at work — and would in reality be an employee.

The Employment Appeals Tribunal gives some guidance on this. The question that should be put, they say, is, "Was the person his own boss?" If, on a commonsense basis, the answer is yes, the person is self-employed. If the answer is no, an employee.

To avoid difficulty in the future, it is worth asking this question before entering into a self-employed relationship with anyone whose labour you wish to use.



**New generic name
Co-proxamol**

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There's a new name on their 'Distalgesic prescription', Co-proxamol, and they may be confused and concerned at the change.

By dispensing Distalgesic you can immediately allay their fears. They'll recognise the pack and the familiar pillow-shaped DG tablets.

Most importantly, they'll be confident of the reliable pain relief which comes with Distalgesic. They may question anything else. Dispense with the difficulty. Dispense Distalgesic.

For further information dial 100 and ask for Freefone Dista.

Distalgesic

Dextropropoxyphene 32.5 mg Paracetamol 325 mg

If it doesn't come from Dista, it isn't Distalgesic

Further information is available from: Disto Products Limited, Kingsclere Road, Basingstoke, Hampshire RG21 2XA. Telephone Basingstoke (0256) 52011. 'Distalgesic' is a trademark. 

All's not well

This month my FPC cheque for January was £18 less than the value of drugs I dispensed at basic price during that month. It also arrived about a week late.

We are all painfully aware of the complicated overlap methods employed by the PPA in paying us, and I have been assured "it will all come right in the end".

However, I would like to know with what am I supposed to pay my bills (promptly) in the meantime, in order to obtain the discounts which the Department of Health assume I get and them take off me. And who will pay the interest?

P. Bebbington
Wolverhampton

Acid test

Poor Peter Lumley — "One last cry from the heart" — (*C&D* March 30).

As I write this letter, the "acid test of experience" is just 12 hours away — Peter Lumley's April 1 massacre. He has been busy, of course, over the past months providing a series of hair-raising advertisements specifically designed to scare the living daylight out of the elderly members of our society. No doubt the organ-grinder — he of the "You ain't seen nothing yet" — will have been pleased with the scurrilous campaign.

However, the apocalyptic prognostications of Peter Lumley are unlikely to be realised — pharmacists as always will rise to the occasion — and after May 1 all will be calm and relatively serene.

In the meantime, Peter, cheer up! There is still a future for the ABPI, although much irreparable damage has been caused. Let us hope that it now faces the facts of life with as much good grace as it can muster.

F. Brean,
London SE5.

Impressions

I must write to comment on the statement by Xrayser in *C&D* March 23.

There seems to be an impression that the efficiency of Unichem means that it will be "impersonal".

I can assure Xrayser and his readers that my findings are in fact the exact opposite. The service of Unichem in our area is second to none — and there is always a friendly voice on the end of the telephone.

M.H. Smith,
Callington.

Vestric close at Cardiff but say that's it

Vestric are to close down their Cardiff depot at the end of this month. But they stress the branch was earmarked for closure long before AAH bought Vestric in March.

"The Cardiff closure concludes our rationalisation programme of the past two years," says managing director Peter Worling.

"All customers previously served from Cardiff will be able to receive as good a

service from Swansea and Bristol as they have in the past."

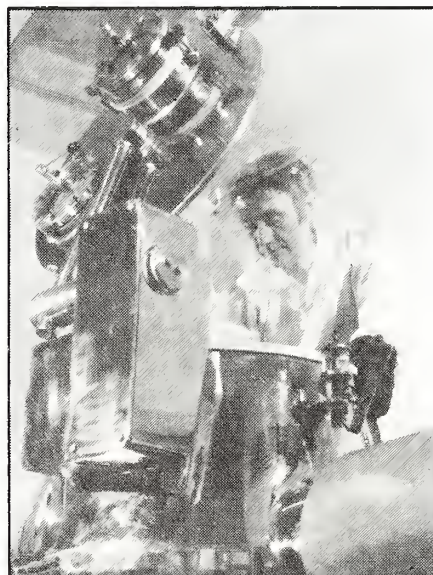
Mr Worling says the company's substantial presence in Bristol and Swansea means they had over-capacity in the South-West and Wales. "They were just too close together," he says.

The decision to close at Cardiff was originally made a year ago. Most of the drivers and management will be kept on, and offers of jobs elsewhere in the country have been made to other staff. There will be some redundancies, however.

Small shops safe for Sundays

Small shopkeepers are unlikely to be affected by Sunday trading, according to a survey carried out by the Polytechnic of Central London.

Terry Burke, an economics lecturer at the polytechnic, says only the most marginal and inefficient of small shops in the catchment areas of centres committed to Sunday trading will be hit. These may have to close, or will be forced into Sunday and late-night opening themselves.



A production facility for ethicals, capable of manufacturing 750 million tablets a year, has just been completed at Searle Pharmaceuticals' plant at Morpeth, Northumberland. The picture shows a Baker Perkins 250 litre granulator

Mr Burke's survey of 40 major retailers suggests only one in five shopping centres would open seven days a week. There are a few of the "big boys" who actively look forward to opening on Sunday, albeit selectively. Most remain cautious.

Mr Burke believes Sunday trading will be adopted by 15-20 per cent of high street developments, "almost all" out-of-town shopping centres, and a few isolated single stores. He also predicts widespread seasonal opening out of normal hours.

...but the NCT's fight goes on

Motions to go before the National Chamber of Trade's conference at the beginning of May include two calls for the Government to avoid a "free-for-all" on Sunday trading.

Sheffield chamber wants to see some restraints kept in force, while Norfolk calls on Mrs Thatcher to reject the Auld Report's findings and follow the NCT's "middle way".

Other motions for debate include Rotherham's suggestion that small retailers hit by industrial action in their area be allowed to pay lower wage increases to their staff to take account of this.

Wandsworth notes with concern the growth of out-of-town shopping developments, and calls on the Government to set up an inquiry into their effects.

Hillingdon wants to see the NCT "exert maximum effort" to bring about the abolition of non-domestic rates. Sheffield is worried about wholesale warehouses which "flout planning law and existing shops legislation".

Showrax-a treatment recommended for pharmacists.



As a qualified Pharmacist you will recognise the importance of a professional approach to all aspects of your business. Pressures outside your control have made it difficult to secure an adequate return from N.H.S. prescription income alone, but having a dispensary does give you a unique advantage — it draws people into your shop.

The real opportunity for improving your business lies in the retail sales area, and when considering modernisation it is important to talk to a shopfitting company who can apply a high level of professionalism to store layout, traffic flow and merchandise presentation. We can also, of course, re-plan your dispensary.

Showrax pharmaceutical shop-fittings are recommended by some of the most influential names in the pharmacy trade, e.g. Unichem and other wholesale groups, and our national network of local consultants have the expertise to advise you on all aspects of modernisation.

Our leasing plan will also demonstrate how shop improvements can be financed without the requirement for capital. It enables you to pay for the use of the equipment as you benefit from it.



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EEC directive would give extra three months parental leave

Employers may have to provide three months extra leave for both male and female staff if an EEC directive on parental leave is implemented.

The directive says "leave shall be granted to enable a working parent to stay at home in order to take sole or principal charge of his/her child." Staff would have to give their employer adequate notice (no more than 2 months) and declare their intention to return to work afterwards.

The entitlement, which would be in addition to maternity leave, would apply until the child concerned reaches the age of two — five in the case of a handicapped child.

Workers taking parental leave may

receive an allowance to be paid from public funds, with the periods being credited in the same way as maternity leave as far as National Insurance and pension contributions are concerned.

The directive, which is still under discussion, may contain a proposal to exempt small and medium-sized companies from the regulations.

The British Government says it believes parental leave is best determined voluntarily between employers and employees and has sent a consultative letter to about 30 organisations representing employers and trade unions. Comments should be sent to *John Cullinane, Room 350, Department of Employment, Caxton House, London by May 31.*

5,750 people per UK pharmacy

British pharmacies showed a real annual sales increase of 0.65 per cent over the past few years, according to figures from Nielsen.

The largest increase internationally was recorded by Columbia, which showed inflation adjusted sales growth of 27.37 per cent across all product groups. Bottom of the table was South Korea, where turnover fell 2.56 per cent after inflation.

Britain ranks tenth in an international "league table" of 25. Average increase was 3.08 per cent.

Nielsen point out that these increases contain components of both price changes and genuine volume growth. "Since medicine price changes are generally lower than inflation, true volume changes — representing actual medicine consumption — are probably higher than the figures shown".

These figures appear in a free Nielsen report "Drug Marketing Scene No 3", which aims to give companies with chemists' goods to market internationally a guide to the outlets available in various countries around the world.

Population statistics show there are 5,750 people for every independent pharmacy in the UK. The only country showing a higher density is South Africa (14,399 inhabitants per outlet), where there are very few pharmacies in black areas.

"It is noteworthy that, despite an absence of regulation in the US (4,666) and Canada (4,686), the density of outlets

there is lower than it is in a country like France (2,658), where there are strict regulations controlling the opening of new pharmacies" says Nielsen. America shows the highest per capita sale in pharmacies, with a figure of \$159.63 in 1982.

Canada, France, Germany and Australia are the other countries which break the \$100 barrier. Britain rates eleventh with sales per capita of \$53.82, while Mexico's \$14.6 brings up the rear.

Looking at the performance of pharmacy and drugstore outlets versus the food sector, Nielsen divide the data under three product heads: health & beauty, paper products, and OTC medicines.

Japan proves most resilient in the health and beauty sector, with pharmacies taking 60.5 per cent of 1982 sales compared to food outlets' 39.5 per cent. Germany and Spain tie for second place, with 55 per cent of sales going to pharmacy outlets. The UK manages 42.3 per cent. Bottom of the list is Columbia with 11.7 per cent.

In OTC medicines, Germany, Spain, Italy, Japan and Portugal all maintain a 100 per cent monopoly for the pharmacy sector. Among the countries with "mixed economies", Australia and Canada come out on top with pharmacy taking 85.3 per cent and 76.5 per cent respectively.

Britain's pharmacies take 66.5 per cent, compared to grocery's 33.5 per cent. *The Drug Marketing Scene No 3* available free from *A.C. Nielsen Co Ltd, Nielsen House, Headington, Oxford OX3 9RX.*

Little hope on retail jobs

Job prospects in retailing over the next three months are bleaker than this time last year, according to a survey of employers.

Manpower, the temporary services company, say 12 per cent of employers in retail plan staff increases over the next three months. The equivalent figure a year ago was 23 per cent.

Some 8 per cent of retailers expect to cut staff, compared to 16 per cent last year. This gives a positive balance of +4 for Spring 1984, as against +7 last year.

The picture is little more cheerful for jobs across the economy as a whole.

Nationwide, 25 per cent of employers plan to take on more staff, while 11 per cent expect to lay people off. Last year, the equivalent figures were 28 per cent and 11 per cent.

Manpower see the data as indicating "the first signs of an end to the mini-boom on job prospects which followed the recession."

EPOS first for independents

George Staples claim their new EPOS equipment is the first independent chemist's trade to combine POS data capture with order entry.

The system includes 24 tills across Staples' 17 outlets. Each till comprises a 40 column receipt printer, 40 character operator display, 20 character customer display and bar code reading wand.

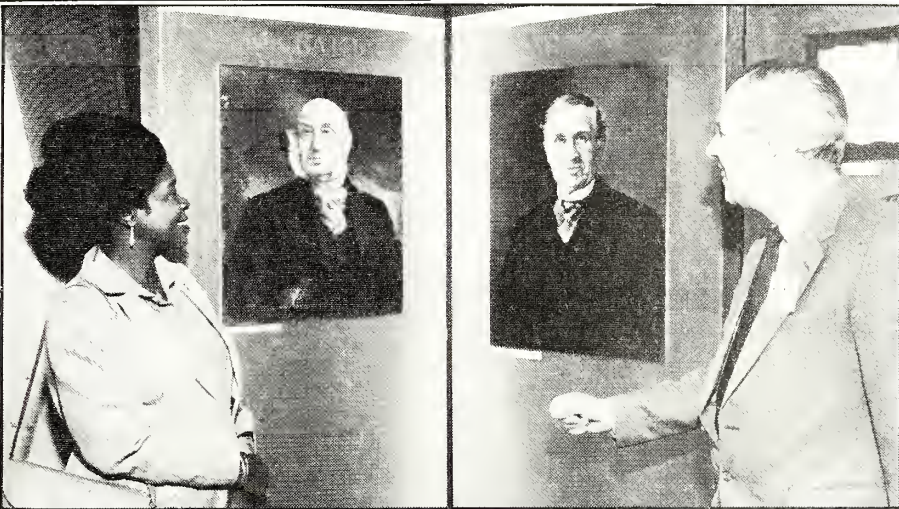
In an overnight operation taking less than 45 minutes, sales data and manually-entered orders are passed from each shop to Staples' head office computer. This in turn communicates price change details back to each outlet.

Dispensary items are also ordered through the tills, reducing direct branch ordering from local pharmaceutical wholesalers.

According to John Hirst, Staples managing director, stocks are replenished in the shops in less than 24 hours which means that shops need hold only one week's stock instead of one month's.

"Already the signs are that the system will pay for itself in less than two years," he says. "It also gives the sales staff more time for what is most important — looking after the customer."

Chemist & Druggist 13 April 1985



Mama Miria Obote, First Lady of Uganda, last month visited May & Baker's Dagenham factory. She was shown round by finance director Ron Bounds

Unhealthy?

The health food market is not as dynamic it's made out to be, according to two recent reports.

Presight, a London-based new product development agency, say there is no basis for the idea that fibre intake has risen dramatically. Many housewives prefer traditional diets and are suspicious of

nutritional diets on the grounds that "healthy" foods today, like fibre, may be considered harmful tomorrow. And advertisement agency Allen Brady & Marsh say only about 20 per cent of housewives keep their families to a strict diet. Consumers, say ABM, may buy more on price, convenience or flavour than for health reasons. Health foods make most impact where they form a direct alternative to traditional products.

51 companies bust ads limit

Around 51 larger pharmaceutical companies exceeded their sales promotion limit under the Pharmaceutical Price Regulation Scheme in 1982.

The excess was treated as profit foregone, Health Minister Mr Kenneth Clarke said in a Commons reply recently.

A new provision whereby companies have to pay the Department a sum equivalent to any excess was introduced in 1984.

Under the PPRS, distribution costs include expenses of warehousing, storage and transport. Administration costs cover items such as directors' and headquarters salaries, rent, rates and other office expenses. Mr Clarke explained that all costs are included in the financial returns sent to the Department of Health and reported on by company auditors.

New to the UK

NUK

The natural shape for feeding

POST THE COUPON FOR DETAILS TODAY

NUK teats are a little unusual. And for the best reasons in the world. The shape of the NUK teat is the shape of a mother's nipple when it's inside the baby's mouth during breast feeding. NUK is the only teat to promote the same natural suckling action as breast feeding.

No other teat comes close. Which is why, in the age of 'breast is best', NUK soothers and teats for bottles are a worldwide sales success. Now comes your sales opportunity. The unique NUK teat is being heavily promoted to medical recommenders and mothers-to-be. Soon customers will be asking you for NUK teats by name. And once you've tasted success with NUK teats, you'll be even more interested in the extra profits you can make from our complete Babycare range.

The new angle on teat sales

To: Baby Orthodontic Products Ltd., 24 Weymouth Street, London W1N 3FA Tel: 01-486-3063

Please arrange for me to receive the following (tick box):

Name _____ Address _____ Telephone No _____

☐ Full details of the NUK Range

☐ Visit from my NUK Representative

COMING EVENTS

Monday April 15

Epsom Branch, Pharmaceutical Society. Bradbury Postgraduate Medical Centre, Epsom District Hospital (2nd floor), at 7.45pm. Mrs J. Hunter, Surrey health education officer, on "Health education".

Plymouth Branch, Pharmaceutical Society. board room, Derriford Hospital, at 8pm. Annual meeting.

Southampton Branch, Pharmaceutical Society. Herbert Ferryman Ltd, Galen House, Oakley Road, Southampton, at 7.30pm. Annual meeting.

Mid Glamorgan East Branch, Pharmaceutical Society. The Globe Hotel, Pontypridd, at 8pm. Mr Terry Turner on "Medieval pharmacy". Buffet.

Southport Branch, National Pharmaceutical Association. Royal Clifton Hotel, The Promenade, Southport, at 7.30pm. Mr Mike King, NPA pharmacists' administrator and secretary, IIC for retail pharmacy, on "On the pulse".

Tuesday, April 16

Fife Branch, Pharmaceutical Society. Anthony's Hotel, Kirkcaldy, at 7.45pm. Annual meeting and Mr B. Hardisty, managing director, Winpharm, on "Hobbypharm". Supper.

South West Metropolitan Branch, Pharmaceutical Society. Parkside Hospital, Parkside, Wimbledon SW19, at 7.30pm. Annual meeting and visit.

Harrow and Hillingdon Branch, Pharmaceutical Society. clinical lecture theatre, Northwick Park Hospital, at 7.30pm. Annual meeting and film "Understanding Asthma". Buffet. Joint meeting with Sefton Branch, Pharmaceutical Society.

Slough Branch, Pharmaceutical Society. Nicholas Laboratories, Slough, at 7.30pm. Annual meeting. Buffet.

Lanarkshire Branch, Pharmaceutical Society. Strathaven Suite, Garrison Hotel, Merry Street, Motherwell, at 8pm. Annual meeting.

Bristol Branch, Pharmaceutical Society. Edward Jenner Centre, Bristol Royal Infirmary, at 7.30pm. Annual meeting followed by medical film and buffet.

Wednesday, April 17

Isle of Wight Branch, Pharmaceutical Society. Yell's Hotel, Union Street, Ryde, at 7.30pm. Annual meeting.

West Metropolitan Branch, Pharmaceutical Society. Westminster Hospital, Page Street, London W1, at 7.30pm. Mr R. Amass, Alcon Laboratories, on "Common eye complaints".

Bath Branch, Pharmaceutical Society. senior common room, Bath University, at 7.30pm. Annual meeting and illustrated talk about surgical dressings by Smith & Nephew. Buffet.

Bournemouth and East Dorset Branch, National Pharmaceutical Association. Dormy Hotel, Ferndown, Dorset, at 8pm. Area dinner. Theme for evening "How to profit after April 1". Speakers are Mr Leslie Calvert, chairman, NPA and Mr Don Mulholland, managing director Graham Tatford. Cost is £5 for branch members, £7.50 for guests.

Ayrshire Branch, Pharmaceutical Society. Piersland House Hotel, Troon, at 8pm. Annual meeting.

Thursday, April 18

Bedfordshire Branch, Pharmaceutical Society. Bird-in-Hand, Henlow Camp Crossroads, at 8pm. Annual meeting.

Edinburgh and Lothians Branch, Pharmaceutical Society. 36 York Place, at 7.45pm. Annual meeting.

Dundee & Eastern Scottish Branch, Pharmaceutical Society. lecture theatre 3, Ninewells Medical School, at 7.30pm. Annual meeting followed by film from Bencard.

Liverpool Branch, National Pharmaceutical Association. Woolton Golf Club, Doe Park, Woolton, Liverpool 25, at 8pm. Annual meeting.

Bradford and Halifax Branch, National Pharmaceutical Association. Victoria Hotel, Bridge Street, Bradford, at 8pm. Annual meeting followed by Diane Miles, head pharmacist, Vichy (UK), on "Bare essentials".

Bolton Branch, Pharmaceutical Society. Bolton Medical Institute, Bolton Royal Infirmary, Chorley New Road, Bolton, Annual meeting. Followed at 8.15pm by Mr T.P. Astill, director, NPA, on "The cloudy crystal ball".

Advance information

East Anglian Regional Pharmaceutical Service, lecture theatre 2, clinical school, Addenbrookes Hospital, Cambridge, on May 8, at 10am. Symposium on "Adverse drug reactions — detection and monitoring". Application to Dr S. Ellis, East Anglian Regional Health Authority, Union Lane, Chesterton, Cambridge CB4 1RF.

South East England Region, Pharmaceutical Society. Brighton Polytechnic, on May 12. Regional conference on "Dosage forms to the year 2000". Cost £7.50 including coffee, lunch and tea. Details from Dr G.W. Hanlon, pharmacy department, Brighton Polytechnic, Moulsecombe, Brighton BN2 4GJ.

Unichem financial seminars, at Cardiff, on April 24 and Bristol, on May 15. They start at 8pm. Information on the Cardiff seminar from Jim Sims at Unichem's Swansea branch, Kingsway, Florestach Industrial Estate, Swansea, West Glamorgan (tel 0792 588151). Details of the Bristol event from Mikel Palmer at Exeter branch, 24 March Green Road, March Barton, Exeter, Devon (tel 0392 34941).

Bath Branch, Pharmaceutical Society. Rudloe Park Hotel, Leamy Lane, Corsham, May 17, at 8pm. Summer barbecue. Cost £10. Applications, by April 26, to Mr G. Fletcher, school of pharmacy and pharmacology, University of Bath, Bath BA2 7AY.

British Institute of Regulatory Affairs. Pembroke Hotel, Blackpool, July 4-5. Annual conference on "The impact of computers on the regulatory process". Will cover pharmaceutical development drug absorption and pharmacokinetics, manufacturing, QC, clinical trial data management, adverse reaction monitoring and post marketing surveillance. Fees: members £264.50, non-members £310.50 (inc VAT). Information from Mrs S. Roberts, Lederle, Fareham Road, Gosport, Hants PO13 0AS.

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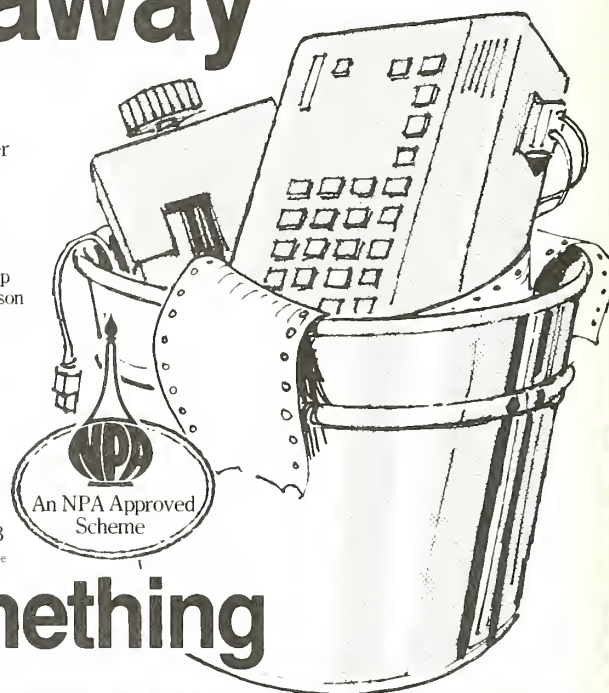
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Canoe marathon hat trick

Mr R.J. Powell, MPS, aged 72, has won the veterans trophy in the 125 mile Easter, Devizes to Westminster marathon canoe race for the third year running.

Mr Powell, and his partner, Mr George Marsden, a 70-year old retired teacher, have equalled the all-time record for the greatest combined age — 142 — of a finishing pair.

Mr Powell and Mr Marsden completed the course in 48 hours 23 minutes — "My best time ever" says Mr Powell — and won the Johnson Dale cup for the crew of greatest age finishing the course inside the time limit. Conditions were good for the race, apart from some rain and a little crosswind.

Mr Powell caught up on his sleep over the Bank Holiday. "We were in the canoe continuously for the last 25 hours," said Mr Powell, "and when you've been in a canoe for 25 hours you need some help getting out."

Other entrants included crews from Finland and Germany. The winning time was 17 hours 10 minutes.

Vestric's Kerry goes it alone

John Kerry, Vestric's marketing manager, has resigned after four years with the company to run his own firm — Kestrel Marketing and Promotions Ltd.

Kestrel will provide market planning, consultancy and operational resources for both manufacturers and retailers. The company will work exclusively for the retail pharmacy market, says Mr Kerry. He has three clients so far that he feels may bring in work. One is a manufacturer, one a small multiple chemist and the last a foreign manufacturer who has had marketing problems in the UK.

At Vestric, Mr Kerry was responsible for both sales and marketing. He was involved with the launch of Vestric's Link computer system. Vantage grew from around 800 members in 1981 to 2,000 today, and during that period the Vantage own label was launched. Mr Kerry has previous marketing experience with Wyeth and MSD.



Norwich pharmacist Jim Cook, (right) winner of the LRC sponsored golf round at Unichem's golfing holiday in Portugal, receives his prize from LRC general manager Nick Hodges. Jim Cook also received a prize for the best overall performance during the week's play by averaging 33 points a day. More than 100 pharmacists and their wives went on Unichem's third golfing trip. Another is planned for next year

He planned on leaving Vestric last September, and says the move has nothing to do with AAH's recent acquisition of the company. Kestrel Marketing and Promotions can be contacted at 1 Mill Lane, Frodsham, Cheshire (tel 0928 33716).

Pharmacist turns journalist

You may have noticed a change in attitude in the *Daily Mail* recently over its reporting on medicines.

The change may be due in part to Aylesbury pharmacist Marion Gardner who has had three articles published by the newspaper. The latest, although not attributed to her, tells the public about the risks of out-of-date medicines.

Mrs Gardner began writing about pharmacy about a year ago. She had previously written for various Christian magazines. "I went to various papers and was quite surprised when the *Daily Mail* accepted," Mrs Gardner explained to the *Mail* at the outset that she was writing from a personal viewpoint.

Her latest venture — a booklet on how to become a locum — is intended to provide a source of useful information: "I've been a locum for about eight years and I have found that a lot of pharmacists, particularly women, are interested in becoming locums."

Galen Award. The 1985 Galen Award has been made to Mr Brian William Knox for a project entitled "A study of drug prescribing in a health centre in a South Wales town, with an emphasis on the effects of the limited list".

S. Bootland, ex-BDAM exec, dies

Lt Col Sydney Bootland, TD, MPS, Peter's Close, Prestbury, Cheshire, died on Thursday, April 4th.

Born on February 10, 1916, Sydney Bootland qualified as a pharmacist in October 1940.

Mr M.H. Munro, chief executive officer of the British Distributors of Animal Medicines Association (BDAM) writes: "He had a distinguished career in the Army and spent 28 years with ICI, before being appointed chief executive and secretary of BDAM in January 1976, an appointment he held until 1983, when he was forced to retire for medical reasons.

He was made an honorary member of BDAM and was a founder member of the Pharmaceutical Society's ag & vet group.

A memorial service will be held on April 17 at St Peter's Church, Prestbury. Donations may be sent to the Royal British Legion, Prestbury, or to St Peter's Church roof fund, Prestbury.

Our deepest sympathy is extended to his widow, Kirsten, and his two children, Edward and Kristine."

MacKillop comes out tops

Corporal Ian MacKillop, the Royal Army Medical Corps pharmacy technician who made it through to the semi final of BBC's *Mastermind* by default, swept through to the final in last Sunday's competition.

With his special subject the history of the British newspaper comic strip, he beat a solicitor, a schoolmaster and a history teacher to the final, scoring 26 points.

Pharmacy AIDS campaign

Pharmacists in New South Wales, Australia are being recruited to fight AIDS.

According to the Australian publication *Pharmacy Trade*, pharmacists are being asked to distribute pamphlets on AIDS as part of a community programme on the disease. The leaflet was prepared by the NSW health department.

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